

Dallas

OFFICIAL PUBLICATION
of the
DALLAS CHAMBER OF COMMERCE

VOL. 3

MARCH, 1924

No. 3

“Watch Our Smoke”

See double-page view of Dallas from an airplane
on pages 16 and 17





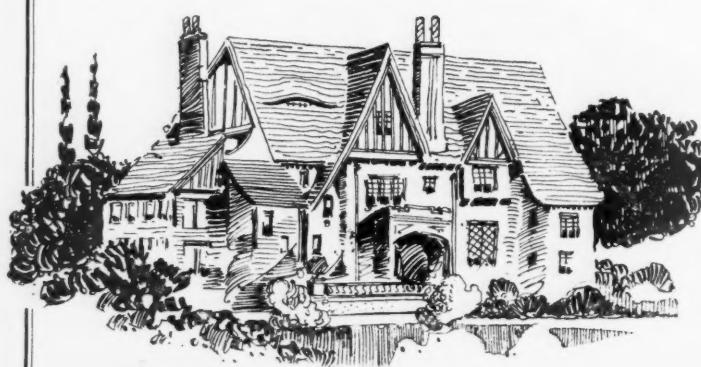
The \$5,000,000 Santa Fe Terminal Building

Firms who are erecting this building:

LLOYD R. WHITSON, E. M.
F. COWDERIE DALE, A. R. I. B. A.
Architects
G. A. MANEY, C. E., M. S.
W. E. JOOR, C. E.
R. F. TAYLOR, M. E.
Engineers
WATSON CO.
Builders
VILBIG BROS.
Excavating Contract
AUSTIN BROS., INC.,
Steel
MANETT, SEASTRUNK & BUCKNER
Wiring, Fans and Fixtures
MAXSON & BELT
Casualty Insurance
BURTON LUMBER CORP.
Lumber and Cement
BUZY-INGRAM LUMBER CO.
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IN DALLAS FOR THE HIGHEST CLASS RESIDENTIAL SECTION IT IS HIGHLAND PARK WEST —FOR COMMERCIAL ACTIVITIES IT IS THE SANTA FE TERMINAL.

Residential Center
Buyers' Center



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BUILDING
CORPORATION
OF DALLAS

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Live Stock in Texas Worth \$301,635,200

"In general the live stock industry in Texas is in a better condition than it was twelve months ago; the year should realize at least some of the hopes of the stock raiser," says H. H. Schutz, statistician for the U. S. Department of Agriculture, in his report upon Texas live stock, released January 31. Mr. Schutz makes the following estimate of the number and value of live stock on Texas farms and ranches at the opening of the current year:

	Number	Value
Horses	980,000	\$53,900,000
Mules	854,000	73,144,000
Cattle (milk)	1,063,000	35,079,000
Cattle (beef)	5,597,000	104,104,200
Sheep	3,097,000	18,272,000
Swine	1,904,000	17,136,000
Total		\$301,635,200

The revised figure on Texas wool production has not been released, but it is generally estimated at about 20,000,000 pounds by the wool growers. On the Southwest Texas ranges are upwards of 1,000,000 Angora goats, which produce about 5,000,000 pounds of mohair annually.

Analysis of City Water

The following analysis of Dallas' city water, sampled February 11, 1924, by O. M. Bakke, chemist of the Dallas City Water Works, should be of interest especially to manufacturers considering Dallas as a location:

	Parts Per Grain Per Million U. S. Gal.
Total Solids	.382.0 22.27
Loss on Ignition	125.0 7.29
Alkalinity	51.0 2.97
Silica	6.6 .38
Oxides of Iron and Aluminum	8.4 .21
Magnesium Oxide	18.6 1.06
Calcium Oxide	47.0 2.74
Sulphur Trioxide	91.4 5.35
Carbon Oxide	22.4 1.31
Chlorine	38.0 2.22
Sodium	47.6 2.77
Calculated Combinations	
Silica	6.6 .38
Oxides of Iron and Aluminum	8.4 .21
Magnesium Carbonate	38.0 2.21
Calcium Carbonate	5.9 .34
Calcium Sulphate	87.8 5.12
Sodium Sulphate	72.3 4.21
Sodium Chloride	62.7 3.66
Water of Hydration	23.3 1.36
Organic Matter	82.0 4.78
Total Solids	.382.0 22.27

Brotherhood of Man Pageant Staged

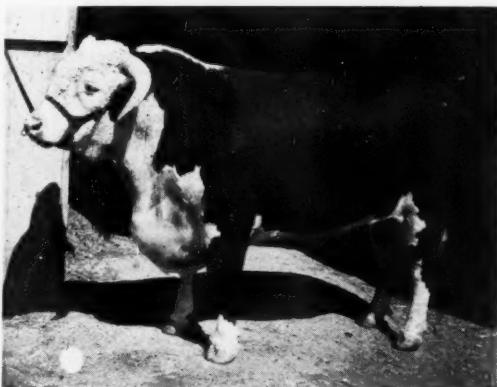
The Brotherhood of Man pageant, staged annually in Dallas, is being presented nightly, March 7-12, excluding Sunday, at the Coliseum. This pageant, staged by the young people's societies of various Dallas Protestant churches, consists of nine episodes, with some 400 people taking part. In addition to being seen by local people, it is bringing a large number of visitors to the city.

—0—

Nathan Adams was tendered a banquet by friends and associates on March 4, honoring his election as president of the American Exchange National Bank. R. L. Thornton was chairman of the committee in charge.

Raymond H. Campbell has been appointed sales manager for J. H. Shelton, authorized Ford and Lincoln dealer, succeeding L. Roy Litsey, who resigned to become Ford dealer at Sherman.

Ed G. Bower has been elected manager of the Yellow Cab Company succeeding Charles L. Bower, deceased.



Type of Texas Steer that displaced the old-time Longhorn of low beef value

—Cuts courtesy "Texas," issued by The Dallas Morning News.



Texas Has High Rank in Sheep Production

Sell By Letter

Anything that a salesman can say about his products, can be said in a letter. You can reduce your selling expense by the use of sales letters.

Do you want some profitable suggestions? Ask us now.

DALLAS MAILING COMPANY
1320½ Commerce St.

Multigraphing Addressing
Texas Lists

The ladder of life is full of splinters, but we never realize it until we begin to slide down. Keep climbing.

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We buy property for individuals or corporations. All of our transactions are considered confidential, and no publicity given when our clients so request.

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Distributor

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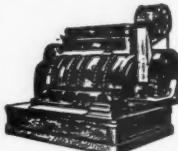
TELEPHONE X 6032



100% PROTECTION

F. & E. CHECK WRITER SALES CO.
2024 Main St. Phone Y-6457
W. L. BAKER, Distributor

IF YOU WANT TO KNOW



There are two kinds of merchants. The first attempts to run his business on guess-work. The second merchant is the one who insists upon knowing. He wants to know what is going on in his business every day and he wants to know that his information is correct.

The difference between the two is usually the difference between success and failure. If you are the type who wants to know, we can give you much valuable information. We should be glad to have you come into the office or phone for one of us to come to your store.

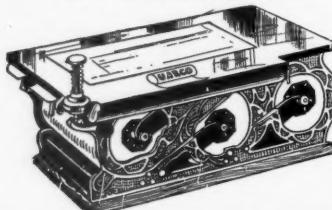
H. L. KUYKENDALL

Sales Agent
The National Cash Register Company
1100 Commerce St. Dallas, Texas

E. C. KUSTERER

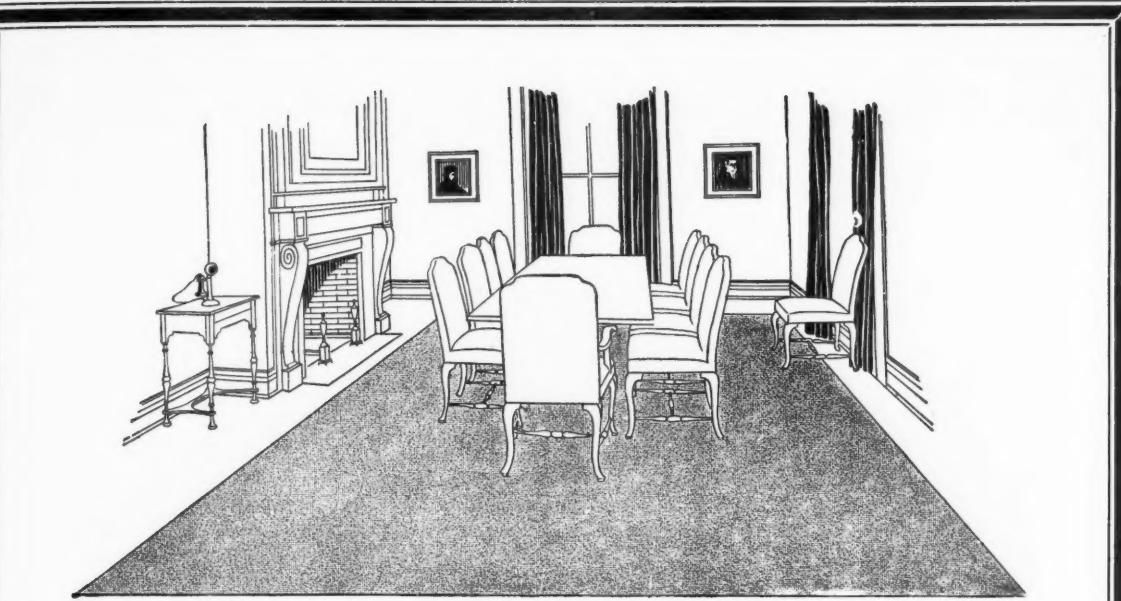
Sales Agent

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*“Our Furniture Comes
from Simpson-Whiteman”*

The question of *Quality* is settled when you purchase our nationally known merchandise

“Klearflax” Linen Rugs

“LINCOLN” Desks or Matched Office Suites

B. L. Marble Fine Office Chairs

Globe-Wernicke

Bookcases

Safes

Filing Cabinets

DeLuxe Loose Leaf Goods

I.e Fax Headquarters in Dallas

Simpson-Whiteman Co.

X-3957, X-7358

1521-23 Commerce Street

Autocar truck helps Dallas firm to develop new idea



CLARK & JOHNSON, of 1322 Annex Avenue, Dallas, have equipped this Autocar as a complete grocery store. It has been running many months on regular schedule, stopping on an average of twice every block. The performance of the Autocar and the excellent volume of business it has brought them have been a great satisfaction to the owners.

Autocar Sales and Service Company of Texas

2701-2703 Main Street, Dallas

Direct Factory Branch of The Autocar Co., Ardmore, Pa., Est. 1897

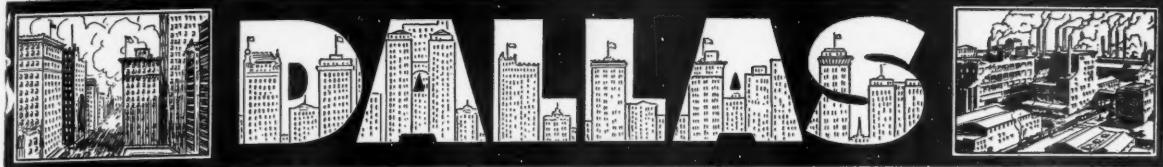
BRANCHES IN 46 CITIES

Autocar

gas and electric trucks

EITHER OR BOTH - AS YOUR WORK REQUIRES

*A complete line of Autocar trucks—new, rebuilt and reconditioned.
Capacity 1 to 6 tons —Chassis prices \$1100 to \$4800*



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Big Vocational School Will Benefit Dallas and Southwest

AN institution of the utmost significance for Dallas and the Southwest is the Dallas Vocational School, charter for which was granted last month. One-half million dollars to be subscribed by Dallas and Texas citizens will represent the initial funds to be used in establishing the school and it is the plan of the directors to secure large endowments from time to time to enlarge and maintain the institution after it is established.

The school will train boys to be plasterers, bricklayers, machinists, plumbers, printers, molders and, in fact, it will be developed to cover as nearly as possible all the skilled trades, according to announcement by T. E. Jackson, chairman of the board of directors of the school. W. S. Mosher has been elected vice-president; Hugh E. Prather, second vice-president, and F. H. Blankenship, treasurer.

C. A. Jay has resigned as vice-president and general manager of the Dallas Open Shop Association to accept the presidency of the school. Mr. Jay was for four years assistant superintendent of the State Board of Education of Texas, resigning to accept a position with the National Board for Vocational Education, and for three years he served as supervisor of the training activities for disabled veterans which the Federal Government conducted in Texas, Oklahoma and Arkansas.

A large part of this training was given in co-operation with the industries of the Southwest, giving Mr. Jay an excellent opportunity to study the problems of industrial training as applied to this section. While doing this work, he made a study of trade training in practically all the large trade schools of the North and East. After serving in this capacity for three years, Mr. Jay resigned to become executive officer for the United States Veterans' Bureau in the Dallas district, which includes Texas, Oklahoma and Arkansas. Last June Mr. Jay severed his connection with the Government to become manager of the Open Shop Association.

To Erect Buildings

AS soon as a site for the school has been selected, work on buildings for the school will start, according to plans. The school also purposed to use to some extent the established factories and industries of Dallas as laboratories for students in respective lines.

"It is the purpose of those fostering the movement to make possible trade training for the boys of the Southwest; and at the same time serve the interests of this section by providing skilled men who are essential to the industrial development of this territory," said T. E. Jackson, chairman of the board. "The school will not duplicate work now being done by other institutions, but will be strictly vocational along the lines of the skilled trades. The lack of an adequate supply of skilled labor in the Southwest will surely be pronounced if our development progresses as we anticipate, and this Vocational School will fill not only a present need but a future necessity."

"It is a national problem, not a local condition, that those young men who may desire a mechanical or skilled training find handicaps which are almost unsurmountable. Tuition will be charged, because the board of directors does not believe it a good plan to give something for nothing. However, we plan to establish a liberal loan fund which will make it possible for a young man to secure his training and pay for it after he has entered profitable employment. The co-operative plan whereby the boy spends a part of his time on theoretical training and a part in employment will be developed, and this will be easy to handle in Dallas because of the wide range of industries here."

"A committee of Dallas citizens made an investigation covering eight months and extending to all parts of the United States, and found that the shortage of skilled labor is a national problem. We believe the mechanical trades will never receive their share of the brightest boys until we make it possible for them to get trade training under just as favorable conditions as other types of training are provided."

Endorsed by Chamber

MR. Jackson was for three terms president of the Dallas Chamber. The school has the strong endorsement of Frank M. Smith, who recently retired as president of the Chamber, as well as President T. M. Cullum. "The establishment of the school has received the official endorsement of the directorate of the Dallas Chamber, and in my opinion its establishment will be one of the outstanding accomplishments of our city during 1924," said Mr. Cullum. "In addition to what it will mean for the boys and the industries of Dallas and the Southwest, it should mean publicity of incalculable value for Dallas."

An advisory council for the school of 100 will be named by the directorate of the Dallas Chamber. Many of these already have been named, and the remaining places will be filled by representative citizens from the different sections of the Southwest. Dallas men on the advisory council so far named are as follows:

Advisory Council

ES. Albritton, Frank E. Austin, Rhodes S. Baker, Jack Beall, M. B. Bogarte, George Waverley Briggs, E. R. Brown, M. L. Buckner, J. Perry Burrus, R. E. Burt, Dr. E. H. Cary, Sam P. Cochran, Joseph E. Cockrell, Henry C. Coke, Rosser J. Coke, W. C. Connor, M. M. Crane, J. B. Cranfill, Price Cross, Frank Cullinan, T. M. Cullum, W. T. Davis, W. M. Doran, J. C. Duke, R. C. Dyer, R. B. Ellifritz, J. E. Farnsworth, Edgar L. Flippin, W. A. Green, R. S. Haseltine, Richard Haughton, F. M. Hoag, Karl Hoblitzelle, Frank P. Holland, W. M. Holland, A. A. Jackson, T. E. Jackson, Fred E. Johnston, Joe E. Lawther, Tom G. Leachman, W. C. Lemmon, Porter Lindsley, Simon Linz, B. A. McKinney, F. E. McLarty, Dr. J. O. McReynolds, A. M. Matson, Lawrence Miller, Edward T. Moore, H. C. Moore, W. S. Mosher, L. R. Munger, B. R. Neal, N. Nigro, H. A. Olmsted, C. W. Padgett, F. G. Pettibone, J. F. Parks, Hugh E. Prather, W. C. Proctor, J. B. Rucker, Charles L. Sanger, Charles Saville, J. Fred Schoellkopf, Harry L. Seay, J. H. Shelton, R. H. Shuttles, W. F. Skillman, Frank M. Smith, R. L. Thornton, Edward Titche, W. D. Trotter, James A. Wheeler, W. M. Whittenton.

Construction Continues Record Stride

BUILDING permits in Dallas during February totaled \$2,179,694, bringing the total for the first two months of the year to \$5,036,914. This bears out the belief of Building Inspector D. C. McCord that permits this year will likely exceed the record total reached last year of approximately \$21,000,000.

Among the larger permits granted last month was one issued to A. J. Rife for the construction of the Sunset High School in Oak Cliff. The permit was for \$458,417. Another large permit was \$400,000 to do on the new Katy 8-story warehouse, Bellows-McClay Construction Company taking out the permit.

Agreement has been reached between the City Commission and the State Fair Association whereby an auditorium with a seating capacity of 6,000 will be erected in Gaston Park. It is probable that the sectional idea will be installed, so that the capacity of the auditorium can be adjusted to the nature of the attraction, with a minimum space for 1,500, permitting bookings of various kinds. The building will likely cost about \$750,000 and may be ready in time for the 1924 State Fair. Arrangements are being worked out whereby the structure can be financed without increasing the city tax rate.

A four-story and basement office and warehouse building is to be erected by E. C. Palmer & Co., wholesale paper dealers, to replace the structure recently destroyed by fire at 406-8 Lacy Street. The building will cost approximatly \$300,000. Plans are being drawn by L. R. Whitson, Dallas architect.

New Methodist Church Building

ANNOUNCEMENT has been made that excavating for the foundations of the new \$700,000 home of the First Methodist Episcopal Church, South, at Ross Avenue and Harwood, will be expedited. The auditorium and balcony of the church will seat 2,000, with the Sunday School departments in a separate building, connected with the main auditorium by wide corridor, and the total seating capacity of the Sunday School building is 3,000. R. H. Hunt & Co. are the architects.

Contract for the construction of the Odd Fellows' Building, Dallas Lodge No. 44, to be erected at Young and Pearl Streets, has been let to Stearman & Son, with plumbing work to the Levy Plumbing Company. Total of these contracts was \$32,000. The building will be two stories.

The Fairyland Amusement Company has let the contract for the supply of 2,000,000 feet of lumber for its new amusement park on the Terrell Interurban to the Davis-Johnson Lumber Company. The Cherry Electric Company has secured the contract for electrical equipment, which will total more than \$40,000. Offices of the Fairyland Amusement Company have been moved to the ground floor of the Insurance Building.

Contract for the general construction work on the building to be erected by Sanger Bros. for the Western Electric Company at Wood and Austin Streets has been let to W. H. King, with Lang & Witchell, architects. The structure, which will be 100x100 feet, three stories and basement, will cost about \$60,000. The foundations will be sufficiently strong to carry two more floors.

The Trinity Construction Company has secured the general contract for the erection of an \$85,000 building for Louis Lipsitz at Harwood, Olive and Pacific Avenue. It will be three stories, 267x110 feet. The lower floor will be arranged for store rooms and an automobile service station and the upper floors will be devoted to storage and office space. C. D. Hill & Co. are the architects.

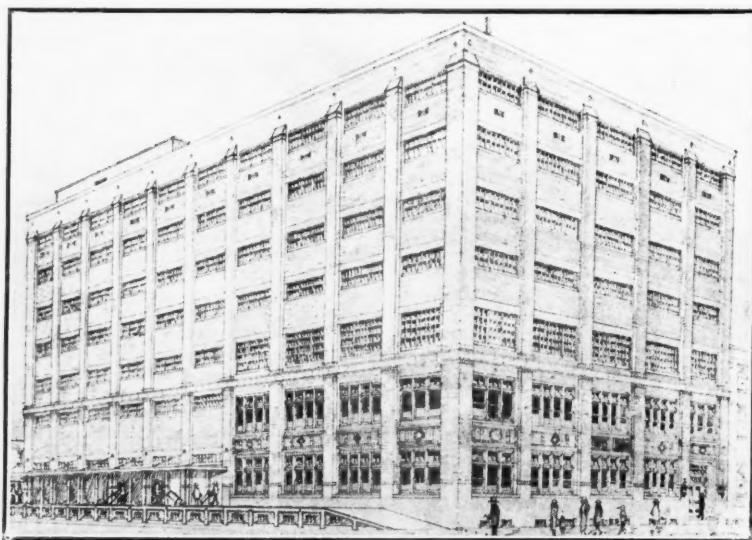
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Santa Fe Terminal Building Advertising City

THE Terminal Building Corporation has closed year contracts with the Traffic World, Chicago, and Distribution and Warehousing for page advertisements telling of the advantages of Dallas as a distributing

center, and describing in detail the facilities to be offered by the \$5,000,000 Santa Fe Terminal Building under construction here. In addition to this paid space, a large number of publications have carried articles about the building, many accompanied by its photograph.

Dallas and the new Santa Fe Building will be given wide publicity by the representatives of the Santa Fe Railroad throughout the Nation. At a convention of the general agents of the road, held at Chicago last month with more than 100 in attendance, representing every large city in the Nation, T. P. Roberts and L. R. Whitson of the Terminal Building Corporation, E. D. Balcom, of the Dallas Transfer Co., and C. S. Dawley, of the Southern Ice & Utilities Company, were given an entire day in which to describe Dallas and the new building for the benefit of the Santa Fe passenger and freight agents. F. B. Houghton, general freight and traffic manager of the road, presided at the meeting, and President W. B. Storey, of the Santa Fe system, visited the gathering and said in connection with his address: "Dallas has a warm spot in my heart, warmer still since the splendid treatment accorded me upon my recent visit there."



NEW \$500,000 M-K-T BUILDING

The Bellows-McClay Construction Company of Dallas has secured the contract for the erection of an eight-story reinforced concrete and steel warehouse building on the site of the old Katy station, to be erected for the Missouri-Kansas-Texas Railway. It will be occupied under a long-term lease by the Interstate Forwarding Company. The structure will cost approximately \$500,000. This building, which will be strictly fireproof, will front 100 feet on Market Street and run through the block to Jefferson for a depth of 200 feet, giving it a total floor space of 171,000 feet. It will have two freight and one passenger elevator, and trackage facilities for ten cars at one time. The front 80 feet on Market will be finished on the first, second and third floors for office purposes and to accommodate carload customers of the warehouse. Steam-heated rooms for the storage of pianos, vaults and cedar-lined compartments for the storage of certain types of valuables, will be among features. W. I. Ford is president of the Interstate Forwarding Company, which was founded in 1910. A. L. Sparks of St. Louis is the architect and its construction, which will be immediate, will be supervised by Frank Ringer of St. Louis, chief engineer of the Katy lines.

Some Interesting Places in Dallas

Dallas-Oak Cliff Viaduct, 5,840 feet in length; said to be the world's longest concrete viaduct—Jefferson and Young Streets.

Smokestack of the Dallas Power & Light Company, 350 feet high, tallest chimney in the world save one in Japan—Industrial district just north of McKinney Avenue.

Medical Arts Building, second tallest concrete building in Nation—Pacific and St. Paul.

Magnolia Building, tallest building in the South and but two taller in Nation outside of New York; 402 feet above street; public admitted to observation gallery free certain hours in afternoon—Commerce and Akard Streets.

Fair Park, 150 acres, home of Nation's greatest annual fair, with attendance around 1,000,000—Exposition and Parry Avenues.

Dallas Zoo, in Forest Park, Oak Cliff at Marsalis and Crawford Streets.

White Rock Lake and Reservoir, covering 2,500 acres; boating, fishing and camping—follow Grand Avenue east.

Bachman Reservoir and Park, boating, fishing and camping—follow Maple Avenue Road north.

Municipal Golf Course, 18 holes, between Haskell and Fitzhugh Streets at H. & T. C. Railroad.

Lakewood Country Club (members only), in Munger Place.

Dallas Country Club (members only), in Highland Park.

Brook Hollow Country Club (members only), North Dallas.

Cedar Crest Country Club (members only), Trinity Heights.

Glen Haven Country Club (members only), Richardson Pike.

City Park, oldest park in city, on Ervy Street between Pocahontas and Eakins Streets.

Munger Place, in East Dallas, exclusive residential district.

Highland Park, suburb to north of city, exclusive homes and estates.

Southern Methodist University, Highland Park.

Dallas University, Oak Lawn.

Baylor University, departments of medicine, pharmacy, dentistry and nursing, East Dallas.

Love Field, site of Municipal Aviation Landing Field, Dallas Textile Mills and other factories, north of Dallas between Lemmon and Maple Avenue Roads.

Radio Broadcasting Stations, Dallas News, City Hall and Automotive Electric Company.

West Dallas, site of cement factories, oil refineries and other industries. South Dallas industrial district, site of one of the world's largest concrete cotton warehouses, 100,000-barrel capacity; \$3,000,000 Procter & Gamble factory, Dallas Cotton Mills, packing house, casket factories, oil field machinery, foundry and other industries.

Dallas Ranks High in Bank Clearings

DALLAS ranked 23rd in bank clearings among cities of the Nation in 1923, according to Bradstreet's statistical report. The statistics of Newark and Jersey City are not shown in the report.

Cities—	Rank 1923	Rank 1923
New York	1	\$213,996,183,000
Chicago	2	31,112,850,000
Philadelphia	3	24,650,722,000
Boston	4	19,310,000,000
Pittsburgh	5	8,212,798,000
San Francisco	6	8,049,583,000
St. Louis	7	7,203,700,000
Los Angeles	8	7,024,888,000
Kansas City	9	6,881,568,000
Detroit	10	6,691,595,000
Cleveland	11	5,649,996,000
Baltimore	12	4,838,199,000
Minneapolis	13	3,677,176,000
Cincinnati	14	3,444,728,000
New Orleans	15	2,781,108,000
Atlanta	16	2,733,987,000
Richmond	17	2,607,658,000
Buffalo	18	2,345,940,000
Omaha	19	2,103,475,000
Seattle	20	1,948,171,000
Milwaukee	21	1,876,239,000
Portland, Ore.	22	1,871,946,000
Dallas	23	1,750,175,000
Denver	24	1,655,870,000
Louisville	25	1,551,896,000
Houston	26	1,486,957,000
Birmingham	27	1,305,871,000
Oklahoma City	28	1,165,342,000
Memphis	29	1,140,369,000
Washington	30	1,102,159,000
Indianapolis	31	1,058,028,000
Nashville	32	1,003,548,000
Fort Worth	33	884,838,000
Savannah	34	871,044,000
St. Paul	35	842,441,000
Oakland, Cal.	36	803,797,000
Columbus	37	788,066,000
Salt Lake City	38	785,320,000
Jacksonville, Fla.	39	657,898,000
Providence	40	633,123,000

Clearings Per Capita

The Omaha, Neb., Chamber of Commerce publishes the following table showing bank clearings in 1923 on a per capita basis, which gives Dallas the rank of 12th in the Nation:

Per Capita	Rank
1. New York	\$36,643
2. Boston	25,746
3. Kansas City	21,174
4. San Francisco	18,876
5. Richmond	15,160
6. Pittsburgh	13,967
7. Atlanta	13,601
8. Philadelphia	13,514
9. Los Angeles	11,708
10. Oklahoma City	11,653
11. Chicago	11,523
12. Dallas	11,007
13. Houston	10,775
14. Omaha	10,306
15. Minneapolis	9,651
16. St. Louis	9,457
17. Birmingham	9,307
18. Cincinnati	8,611
19. Nashville	8,434
20. Portland	7,244
21. New Orleans	7,186
22. Memphis	6,976
23. Cleveland	6,937
24. Detroit	6,736
25. Salt Lake City	6,655
26. Louisville	6,603
27. Denver	6,443
28. Baltimore	6,511
29. Seattle	6,156
30. Buffalo	4,627
31. Milwaukee	3,920
32. St. Paul	3,584
33. Indianapolis	3,358
34. Columbus	3,325
35. Washington	2,513

Mayor Praises 25-Year Program Committee

In speaking of the 25-Year Program Committee recently named by the Chamber of Commerce, Mayor Louis Blaylock said: "It is a wonderful idea. Most cities are content to plan one or two years ahead, but Dallas is going to anticipate them 25 years. This means that the changes and inevitable growth will find us prepared. The committee can be sure of my heartiest co-operation and I will be eager to receive and consider any suggestions."

The committee, of which Frank L. McNeny is chairman, has held two meetings and is actively functioning. Most of the members have submitted verbally or in writing their ideas covering practically all phases of community development and these are being tabulated and discussed. The next meeting will be devoted entirely to the Kessler Plan. The committee voted at its meeting February 26 to recommend to the Chamber of Commerce that a Development Service Bureau be installed by the Chamber, to render greater assistance to the Dallas trade territory.

Dallas Ranks 23rd In Postal Receipts

DALLAS ranked 23rd in volume of postal receipts for the fiscal year ending June 30, 1923, according to the records of the Post Office Department. Dallas' rank in population among cities of the Nation in 1920 was 42nd. Dallas' postal receipts for the calendar year 1923 were \$3,010,318.

Postal Receipts	Rank
\$58,792,425	1
50,200,869	2
17,076,882	3
13,627,990	4
10,906,413	5
8,142,180	6
6,996,733	7
6,938,612	8
6,865,978	9
6,453,713	10
6,124,621	11
6,028,122	12
5,476,925	13
4,893,130	14
4,197,698	15
4,164,424	16
4,014,803	17
3,550,616	18
3,525,523	19
3,156,762	20
3,003,845	21
2,892,078	22
2,862,298	23
2,786,317	24
2,692,912	25
2,460,149	26
2,407,219	27
2,394,180	28
2,331,905	29
2,295,517	30
1,830,314	31
1,715,047	32
1,705,741	33
1,652,051	34
1,376,919	35
1,376,611	36
1,362,935	37
1,338,815	38
1,165,195	39
1,158,029	40

Magazine Makes Friends for Dallas

SHOWN herewith are some of the replies that are coming in from a list of about 300 Chambers of Commerce in the Southwest to which this magazine is mailed monthly. The replies are in response to a form letter sent calling attention to the February issue, which carried the list of the members of the Dallas Chamber, classified according to business or profession.

The request was made in the letter that the directory be preserved until the next one is issued in August, and when any citizens of the respective towns desired to buy goods or services in Dallas, this directory be shown them. The reason for this request was given as follows: "We believe the progressive concerns which support Chamber of Commerce work, either in your town or our town, should receive first consideration."

Why We Publish Letters

A FEW of these letters are published, for two reasons: First, that our members may see that in this publicity given their membership and business, the Chamber is rendering them service; Second, that our advertisers may see that the scope of their advertising in this magazine reaches beyond Dallas. Many of them, doubtless, already have realized this. Also we wish by this means to make public acknowledgement of our appreciation for these splendid letters and the spirit shown.

Let us say in this connection that we have similar classified directories of Chamber of Commerce members in other Southwestern towns, which we would be glad to show to any Dallas people.

We also wish to request printed matter descriptive of their town, together with classified list of their members, from any Southwestern Chamber of Commerce that has not sent us this material. Dallas is a vast clearing house, not only for business, but also for out-of-State visitors and investors, many of which make specific inquiries at the Chamber for information concerning certain towns or sections.

FLOYDADA, TEXAS

"We have for the past two years received your appreciated magazine, which is rather popular here, the only trouble being that there is always a bunch of fellows wanting it as soon as we are through reading it. We kept the August issue, containing a classified directory of your membership, until about a month ago, when some fellow made off with it. So we will be glad to receive the February issue, which will carry a new classified membership directory."

—Maury Hopkins, Secy. Chamber of Commerce.

WAXAHACHIE, TEXAS

"I appreciate very much your monthly magazine. I often get from it ideas for my work here. I trust you will keep us

on your mailing list, and we are glad to retain the copies for reference for our members."

—J. B. Graham, Secy. Chamber of Commerce.

SHREVEPORT, LA.—

"We receive your magazine regularly and consider it one of the best that comes to our desk. We will be glad to keep the February issue, containing the classified list of your members, at hand for reference by our members who may find it necessary to purchase goods or professional services in Dallas."

—Homer T. Cox, Asst. Secy. Chamber of Commerce.

MARSHALL, TEXAS—

"Your organization is to be congratulated upon your splendid publication. Upon receipt each month it is placed on our reading table and is read by our members. We find it very useful in many respects and the February issue will be especially appreciated and preserved for reference by our local buyers. East Texas feels very friendly toward Dallas and the business received by Dallas from this section is splendid proof of the high esteem in which your market is held by our retailers."

—Bryan Blalock, Secy. Chamber of Commerce.

AMARILLO, TEXAS—

"Your magazine reaches us promptly every month and we have found it both interesting and useful. We will be glad to preserve the February issue for future reference."

—O. V. Vernon, Secy. Board of City Development.

KERRVILLE, TEXAS—

"Your monthly has been very much appreciated and you may rest assured it has been used to your advantage. The magazine stays on my reference table. The classified directory will be preserved and information given from same. Four of our firms attended your wholesalers' market season last month, and they have returned praising the business enterprise of your city and the spirit of co-operation that prevails."

—Mrs. Amy Wallace, Secy. Chamber of Commerce.

SWEETWATER, TEXAS—

"In reply to your recent form letter, I wish to say right off the bat that in my humble opinion your magazine is one of the best, if not the best, organization monthly I know anything about and I believe it deserves much credit for the success of your Chamber of Commerce. Each number contains much valuable information, not only about Dallas, but about the whole State. We have on file every number that has come to our office and will of course preserve the February issue."

—John C. McCurdy, Secy. Board of City Development.

DENTON, TEXAS—

"We receive and appreciate your magazine. The writer has sent several copies to acquaintances in the North and East and happens to know of at least one copy that brought an investor to Dallas. Keep your magazine coming and rest assured we will preserve the February issue."

—H. F. Browder, Secy. Chamber of Commerce.

MCALISTER, OKLA.—

"We wish to take this opportunity to thank you for the courtesy shown us by placing us on the complimentary mailing list of your magazine, 'Dallas.' We carefully read the magazine each month and we would very much regret not receiving a copy of your book. With regards to the use of the Classified Directory of Chamber members carried in your February issue, we will be more than glad to use it as a reference whenever we possibly can."

—P. D. Hale, Secy. Chamber of Commerce and Agriculture.

FAYETTEVILLE, ARK.—

"I want to assure you that I have appreciated very much receiving the copy of your monthly magazine, 'Dallas,' and

I am sure you will be glad to know that it has attracted a great deal of attention and favorable comment. I will take pleasure in preserving the February issue. I always have the current number on my table."

—W. F. D. Batjer, Secy. Chamber of Commerce.

TYLER, TEXAS—

"We shall be glad to file the February edition of your magazine for reference at any time we can be of assistance to your membership, and we will be pleased to serve them. I might tell you that we enjoy reading your magazine and trust you will retain us on your mailing list."

—Miss Ethel Pinks, Secy. Chamber of Commerce.

ALEXANDRIA, LA.—

"We shall be glad to preserve the February issue of 'Dallas.' We find your monthly magazine very interesting and make good use of it afterwards, turning it over to the veterans of the U. S. Hospital near here for their library."

—George C. Merkel, Gen. Secy. Chamber of Commerce.

FORT SMITH, ARK.—

"Your publication is one of the really first-class Chamber of Commerce house organs which comes to us and we hope to be retained on your mailing list. The February issue, containing the classified directory of your members, will be particularly valuable and will be kept for ready reference for all inquirers."

—Ray Gill, Secy. Chamber of Commerce.

DUNCAN, OKLA.—

"We always look forward for the coming of your magazine because we always find in it some helpful information. We have a complete file of this magazine since our first issue was received, so it is needless to say the February issue will be preserved for reference."

—Grady Shipp, Secy. Chamber of Commerce.

HOUSTON, TEXAS—

"We find your magazine very interesting and useful to the patrons of the Library. We shall be glad to keep the directory in the February issue until we receive the next one in August, and assure you that such a directory answers a long-felt want, as we are often asked for just such information."

—Miss Julia Ideson, Librarian Public Library.

WACO, TEXAS—

"We are very glad to get your magazine, as we find it most interesting and instructive, and we will be glad to keep the February number as we are sure it will be of assistance to us and our members. We will publish soon a classified list of our members and we trust you will keep it on file."

—Charles B. Braun, Secy. Chamber of Commerce.

LAWTON, OKLA.—

"We thank you for your magazine, which we appreciate very much. We will be glad to file the February issue and call the attention of our members to your classified list. The fact is today we closed contracts with printing and engraving firms in Dallas for the publication of an elaborate booklet for us."

—J. W. Eastman, Secy. Chamber of Commerce.

COMMERCE, TEXAS—

"We are receiving 'Dallas' regularly and think it is a fine magazine, well gotten up and full of information of benefit to our members and local Chamber. I will preserve the February issue."

—V. E. Conway, Secy. Board of Trade.

GONZALES, TEXAS—

"We are grateful for your keeping our name on your mailing list and value the magazine highly. We certainly will keep

your February issue in our file and will offer it to our membership whenever the occasion may arise."

—W. E. Donovan, Secy. Chamber of Commerce.

WACO, TEXAS—

"We are glad of this opportunity of thanking you for carrying us on the mailing list of your magazine and we take pleasure in giving it a place in the reading room. We will be glad to preserve the February issue."

—Miss Ethle Simmons, Librarian, Waco Public Library.

YOAKUM, TEXAS—

"Keep 'Dallas' coming; we always give it a very careful 'once over.' Rest assured we refer to 'Dallas' and the telephone directory we have of your city quite often when furnishing names and addresses of business and professional men our members seek to get in touch with."

—F. N. Clifford, Secy. Chamber of Commerce.

AUSTIN, TEXAS—

"We wish to advise that we receive 'Dallas' regularly and appreciate very much the courtesy shown us and want the publication continued in our name. We are enclosing a list of our members."

—W. E. Long, Secy. Chamber of Commerce.

CLEBURNE, TEXAS—

"I wish to say that we greatly enjoy your monthly magazine and it is used a great deal by our merchants and citizens, as Dallas has a world of friends in this city."

—H. A. Oliver, Secy. Chamber of Commerce.

UVALDE, TEXAS—

"We have the last copy of 'Dallas,' containing the directory of business firms that are members of your Chamber. We shall file it for reference, as we frequently need some of the information it contains."

—B. Y. Sharp, Secy. Chamber of Commerce.

ENNIS, TEXAS—

"We have received the magazine containing the classified list of your members and will preserve it and we feel sure we will find need for it many times this year. You are to be congratulated on such a high class Chamber publication. It is a boost not only to Dallas, but the entire State."

—Jelks F. Castellaw, Secy. Chamber of Commerce.

BRECKENRIDGE, TEXAS—

"Feel assured that your classified directory, appearing in the February issue, is a real service and we appreciate it very much. When occasion arises, we shall certainly make use of it."

—Robert B. Leopold, Secy. Chamber of Commerce.

CISCO, TEXAS—

"I wish to thank you for sending us your magazine the past two years. It is appreciated very much and always kept on file. We have moved to downstairs office and are arranging a reception room with a large reading table, and I assure you that your magazine will occupy a prominent place on the table at all times."

—G. C. Richardson, Secy. Chamber of Commerce.

WICHITA FALLS, TEXAS—

"In my opinion your magazine is one of the very best of the hundreds which are received at this office. We will be glad to keep the February issue for reference, and will hope for a return courtesy when we send you a classified list of our members, now being compiled."

—Miss Florence Jackson, Director of Publicity, Chamber of Commerce.

TULIA, TEXAS—

"Every issue of your magazine is read with interest by myself, as well as several of the members, and we have often used the LIST OF ADVERTISERS as well as the list of new members for different things that otherwise we would have had to take up directly with your organization. We always try to keep most of your magazines on file for reference. Best wishes to your great organization."

—E. G. Barks, Secy. Chamber of Commerce.

MEXIA, TEXAS—

"I appreciate very much the regular receipt of your magazine and give it a place on our reading table where it is

read by many. We congratulate you on your excellent publication and will be glad to retain for reference the membership list in your February issue."

—Ben F. Stollenwerck, Secy. Chamber of Commerce.

LAMESA, TEXAS—

"I hasten to reply to your communication and say that we appreciate your magazine very much and will file for future reference the February issue."

—C. F. Watson, Secy. Chamber of Commerce.

LAREDO, TEXAS—

"We shall certainly be pleased to take good care of the issue of 'Dallas' that contains the membership directory, and we are enclosing a similar directory of our members. I have never failed to give each copy careful study and it seems to me to be one of the most creditable magazines featuring a city which has come to my attention."

—Fred W. Mally, Secy. Chamber of Commerce.

Ardmore Chamber Likes "Dallas"

Dallas Chamber of Commerce,
Dallas, Texas.

Dear Sirs:

In line with your recent letter relative to the Chamber magazine, "Dallas," beg to advise that for the past two years we have been enjoying the benefit of your experience, advice and accomplishments, but owe you an apology for our seeming indifference in the matter of expressing our appreciation to you.

It would be difficult to convey to you the measure of our appreciation for the service you have rendered this organization alone—to say nothing of the large field you cover with your publication.

Several occasions have arisen, seeming adversities, yet pretty soon along would come a "DALLAS" and we would find that your Chamber had had practically the same experience and overcome it. Can you not understand that this body holds as a valuable your guide to younger and lesser experienced organizations which must travel the road you have already traversed? Your solution of problems which we must solve cannot fail to guide our course of action and you cannot fail to participate in our ultimate success.

Your latest issue is being kept on file, as you suggest, for future references. At present we have no material to file with you but expect to have it before the summer is far advanced and we will be grateful for the courtesy.

Very truly yours,

I. M. AMMONS,
Asst. Secretary,
Chamber of Commerce, Ardmore, Okla.

WEATHERFORD, TEXAS—

"We will be glad to file for reference the February number of your appreciated magazine. Let us take this opportunity to thank the Dal's Chamber for what it is doing in furthering the growth and development of Dallas and North Texas. When Dallas increases its population we get some benefit from your work, as we help to feed your people."

—V. P. Craven, Secy. Chamber of Commerce.

BENTONVILLE, ARK.—

"We will be only too glad to file for reference the February issue of your magazine."

—Frank P. Harris, Secy. Chamber of Commerce.

KERENS, TEXAS—

"We are always glad to get your publication and read it with much interest. We will file copy of the February issue

for reference for our business men."

—J. C. Wells, Secy. East Navarro Chamber of Commerce.

DECATUR, TEXAS—

"We will be glad to preserve the issue of your magazine containing a classified list of your membership."

—Cliff Cates, Secy. Chamber of Commerce.

HENDERSON, TEXAS—

"The magazine 'Dallas' comes regularly to our reading table. We like the publication and preserve every issue you are kind enough to send us, and will do the same for the February issue."

—C. A. Lanier, Secy. Chamber of Commerce.

KAUFLAND, TEXAS—

"Your magazine is very interesting and keeps one posted to some extent about the growth of Dallas and the work of your organization. I always look at this magazine with a great deal of interest. The classified directory is useful and I shall keep it on file for reference."

—T. T. George, Secy. Chamber of Commerce.

RUSTON, LA.—

"This Chamber of Commerce appreciates your magazine and other publicity matter and we are always glad to be of service to you in any way you suggest."

—Luther Ellison, Secy. Chamber of Commerce.

TEXAS CITY, TEXAS—

"Your magazine is gotten out in good shape and we find something of interest in every issue. We thank you for calling attention to the classified directory, which we will preserve and use whenever occasion demands."

—R. M. Orth, Secy. Board of Trade.

BEAUMONT, TEXAS—

"Your magazine is O. K. Let her continue to come. We are enclosing March number of 'Beaumont'"

—E. C. Bracken, Secy. Chamber of Commerce.

CUERO, TEXAS—

"The February issue of 'Dallas' is a splendid one, as have been all the other issues. Your publication has been much enjoyed and we have heard a good deal of favorable comment about it. Thank you for remembering our organization on your mailing list. The classified directory will be useful."

—Miss Bertha Reuss, Acting Secy. Chamber of Commerce and Agriculture.

EASTLAND, TEXAS—

"I have your letter relative to the magazine. I appreciate the publication and will be glad to save and use it as suggested."

—George W. Briggs, Secy. Chamber of Commerce.

CORSICANA, TEXAS—

"This office has had numerous occasions to use a classified business directory of Dallas, and I want to express the sincere appreciation of the Chamber for your last magazine, which gives in a convenient manner the various business affiliations of your organization. I always look forward with pleasure to the receipt of your magazine."

—Oscar C. B. Nau, Secy. Chamber of Commerce.

EL DORADO, ARK.—

"We will be glad indeed to take care of the February issue. We consider 'Dallas' one of the best magazines that comes to our table and always take great pleasure in reading of the progress of your city."

—George Firmin, Secy.-Mgr. Chamber of Commerce.

WAURIKA, OKLA.—

"We think your magazine is excellent and we will be pleased to file the number mentioned for future reference."

—Joe Dillard, Secy. Chamber of Commerce.

FALFURRIAS, TEXAS—

"Your magazine is surely welcome. I keep all the issues out on a long table in our room. We have at Falfurrias the finest Jersey herd in the United States and as fine citrus orchards as can be grown in Texas, California or Florida. Again, we surely like the magazine and will be pleased to preserve all the issues received."

—C. O. Finne, Secy. Chamber of Commerce.



One of the Billboards Erected by American Exchange National Bank

Bank Advertises City on Billboards

The American Exchange National Bank has closed a contract with the United Advertising Corporation for carrying interesting facts about Dallas on 24 billboards, located on all railroads and interurbans entering the city, as well as on the more prominent highways entering Dallas. The copy, which is shown herewith, will be transposed every six months, so that during the term of the contract, which extends over several years, those accustomed to pass through Dallas in any direction will have most of the salient facts about the city placed before them. As conditions change here, revised copy will appear. A. G. Chaney of the advertising company handled the copy, and was given assistance in this by the Chamber of Commerce. Herewith is copy appearing first on the billboards:

Two Million Population in 100 Mile Radius

Center of Texas' Richest Agricultural Belt

Retail Trade Center of The Southwest

More than 500 Wholesale Concerns—All Lines

Building Permits for 5 Years Over 82 Millions

Largest Implement Market in the Southwest

Has 101 Buildings from 5 to 29 Stories

3,800 Acres in Parks and Playgrounds

\$8,000,000 Invested in Public Schools

Home of Federal Reserve Bank—11th District

Largest State Fair in the United States

Has the Tallest Building in the South—29 Stories

130 Schools and 200 Churches

Largest Inland Cotton Market in the World

Largest Cotton Gin Market in the World

World's Largest Market for Cotton Seed Products

Second Fastest Building City in the U. S.

Leading Manufacturing City in the Southwest

Has 20 Rail Outlets, Steam and Electric

More than 200 Miles of Paved Streets

Longest Concrete Viaduct in the World

Financial Center of the Southwest

Leading Interurban Center of the Southwest

Abundance of Natural Gas for Manufacturing

Texas Wealth Makes Great Gain

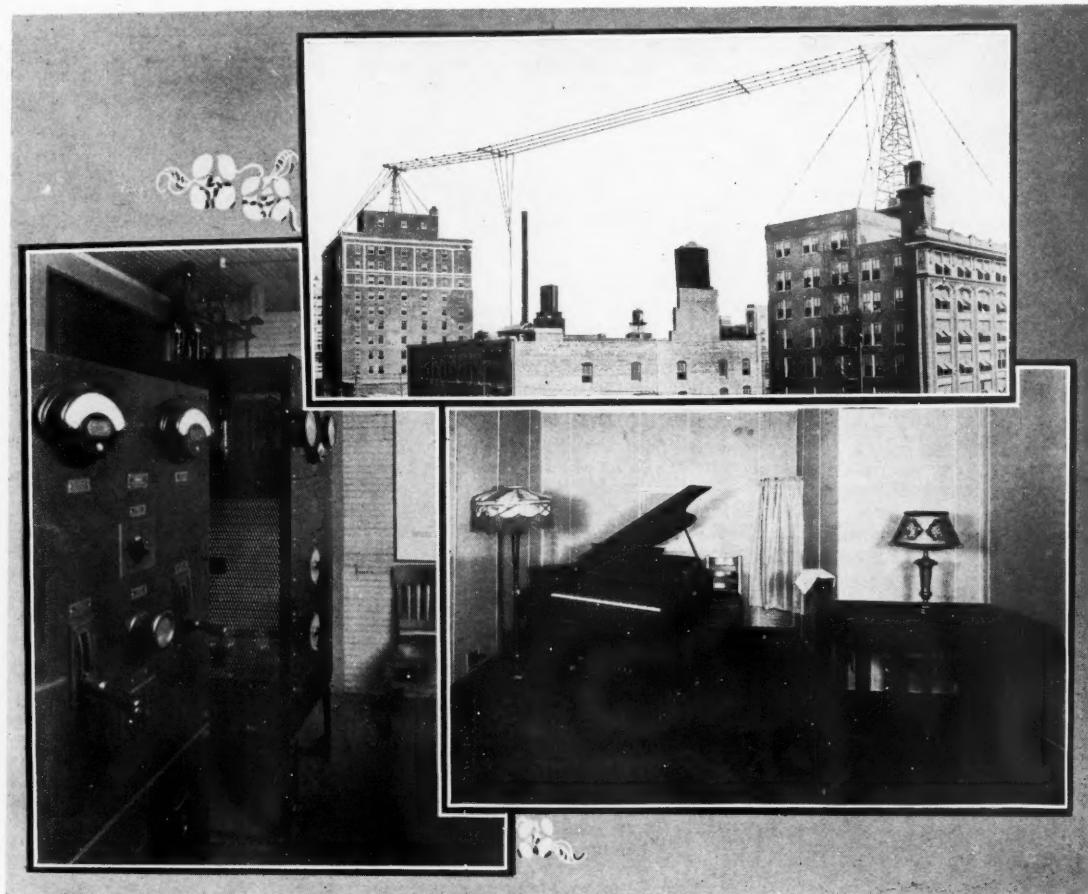
If you had bought the State of Texas in 1912 and held it for ten years you would have realized 56.4% on your investment, according to the estimate of the United States Department of Commerce. The estimate showed \$9,850,896,000 as the value of the principal forms of wealth in Texas on December 31, 1922, as compared with \$6,298,246,000 on December 31, 1912. The estimated value of gold and silver coin and bullion in Texas, together with privately owned waterworks, are not included, these appearing only in totals for the Nation.

All classes of property increased in value from 1912 to 1922, except live stock, which decreased from \$394,904,000 to \$327,807,000, or 17%. The estimated value of taxed real property and improvements increased from \$3,300,397,000 to \$5,564,437,000, or 68.6%; exempt real property from \$307,667,000 to \$398,169,000, or 29.4%; farm implements and machinery from \$62,123,000 to \$105,892,000, or 70.5%; manufacturing machinery, tools and implements from \$109,869,000 to \$208,339,000, or 89.6%, and railroads and their equipment from \$519,764,000 to \$640,968,000, or 23.3%. Privately owned transportation and transmission enterprises, other than railroads, increased in value from \$171,954,000 to \$385,085,000, or 123.9%; and stocks of goods, vehicles other than motor, furniture and clothing from \$1,431,568,000 to \$2,030,468,000, or 41.8%. No comparison is possible for the value of motor vehicles, which was estimated in 1922 at \$189,731,000, because no separate estimate was made in 1912.

Roster of Dallas Luncheon Clubs

Club	Meeting Place	Date	President	Secretary
Advertising League	Oriental	Tues.	Herbert Stellmacher	Knox Armstrong
Bar Association	Oriental	Sat.	Wm. K. Harris	C. K. Bullard
Blue Goose Club	Adolphus	Mon.	Wirt Leake	H. Sutton
Bonehead Club	Oriental	Fri.	W. C. Everett	Geo. R. Angell
Civitan Club	Adolphus	Wed.	C. S. Parker	R. Young
Co-operative Club	Adolphus	Wed.	A. L. Davis	Geo. W. Lanning
Retail Credit Men	Oriental	Fri.	J. F. Yeargan	J. E. R. Chilton, Jr.
Electric Club	Oriental	Mon.	J. R. Thomas	Beeman Fisher
Ex-Service Men	Adolphus	Mon.	C. S. Bailey	Tom Newman
Junior Chamber	Y.M.C.A.	Wed.	Paul T. McMahon	Theo. Jones
Kiwanis Club	Oriental	Thurs.	O. S. Cummings	J. L. Hawaway
Lions' Club	Adolphus	Fri.	C. D. Hill	C. J. Crampton
Optimists' Club	Oriental	Wed.	J. K. Wilson	E. C. Jacoby
Real Estate Board	Oriental	Thurs.	W. D. Jones	H. H. Hoff
Rotary Club	Oriental	Wed.	M. B. Bogarte	Billy Haughton
Salesmanship Club	Adolphus	Thurs.	C. D. Turner	W. M. Newman
Technical Club	Oriental	Tues.	D. H. Hunter	J. D. Fowler
Wholesale Credit Men	Adolphus	Tues.	K. H. Duggan	J. W. Allen
Presidents' Club	Oriental	2d Th.	Frank E. Moran	H. R. Durbin

Radio Means Millions in Publicity and Goodwill for Dallas



RADIO STATION WFAA

Through the radio, millions of people during a year hear of Dallas. There are three local broadcasting stations, WDAO of the Automotive Electric Company, WRR at the City Hall, which broadcasts the information of the Police and Fire Departments, weather reports and a Sunday sermon, and WFAA, the big 500-watt broadcasting station of the Dallas News and the Dallas Journal. There are but few stations of this size in the Southwest and only around 100 in the Nation. It can send its day program 800 to 1,000 miles and its night programs are heard from coast to coast on the American continent and are picked up by ships on the high seas. Dallas has 36 theaters, is the Southwest's leading musical center, and many theatrical companies and men and women of national importance come here. Through the radio millions of people throughout the Southwest and the Nation can now enjoy these advantages. Business men and farmers over a wide area hear the market reports from Dallas and are reminded of this city as the market where they can sell their products or buy their needs. The big WFAA plant receives an average of 400 postals and letters daily from "radio fans," commenting on programs and as many as 100 telegrams and 100 long distance telephone calls have been received in a single day. This means more than 200,000 communications a year, and Adams Colhoun, radio editor of the Dallas News and Dallas Journal, states that surveys show that hundreds hear programs to where one writes in. Unquestionably Dallas is securing millions of dollars' worth of advertising and "good will" through the radio programs of the big WFAA station, with some further benefit from the smaller stations mentioned.

Valuable Directory of Dallas Issued

The seventh annual Directory of Dallas Agencies for Civic and Social Progress and Promotion of Health and Education is just recently published by the Civic Federation of Dallas, Mercantile Bank Building. It includes not only the above agencies, but also catalogues the city government and boards as well as State Boards, State institutions and state-wide agencies.

The index reveals the fact that Dallas is served by a wide variety of agencies. Charity and social service

organizations, churches and church societies, hospitals, clinics and nursing service, public schools, educational movements and libraries, orphanages, homes for aged, boarding homes, rescue homes, camps and recreation, business, professional and luncheon clubs, clubs for art, literature, music and drama, patriotic societies and service agencies, rosters of women's clubs and organizations are given with a greater completeness than in any previous directory.

The directory is important, not only as giving evidence of the wide extent of organized social, civic and health movements in Dallas, but it is

a valuable compilation for the guidance of those who wish quick contact with these agencies.

State Banks Show Big Gain

The 950 State banks of Texas had between \$50,000,000 and \$60,000,000 more in liquid securities on December 31, 1923, than on December 31, 1922, according to the report of the State Banking Commissioner. Available cash on December 31, 1923, exceeded that of December 31, 1922, by \$28,500,000, or approximately 30%. Individual deposits totaled \$247,179,319 on December 31, 1923, a gain of 17% during the year.



NEW CHAMBER OF COMMERCE HOME
"Powerhouse of the Famous Dallas Spirit"

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR
M. L. BOHAN, ADV. MGR.

Vol. 3 March, 1924 No. 3

DALLAS CHAMBER OF COMMERCE OFFICERS

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OFFICE: Chamber of Commerce Building, 1101 Commerce Street, corner Martin. Telephone X 5425

SUBSCRIPTION \$1 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922,
at the Post Office at Dallas, Texas, under the act
of March 3, 1879.

Member Chamber of Commerce of the United States

Tells How Cities May Help Their Trade Territory

HOW increased production in their territory and a better understanding and closer friendship between St. Louis and its trade area have been effected during the past five years by the Development Service Bureau of the St. Louis Chamber of Commerce, was explained by Carl J. Baer, originator and head of the bureau, before about 350 business men at a luncheon February 21. It was a general membership meeting of the Chamber, with both the Kiwanis and Salesmanship Clubs kindly giving over their programs and joining in the meeting.

Mr. Baer showed that St. Louis found that 93% of its business came from outside the city, thus indicating just how important the development of the outside trade territory was. In order to realize its fullest growth and development, a city must not only in spirit but in practice be the servant of the territory that supports it. He made a strong plea for the preservation of the fertility of the soil. Closer co-operation with the farmer was the major theme of his discourse, showing that agriculture is the barometer of all business; that failures in business decline with relatively higher prices for farm products.

Citing ways in which the development service may be put into practice, he said that a Chamber of Commerce should ever be ready to send traffic experts, publicity men, farm experts, Chamber organization experts, or any other type of men needed, into a town or community. These men should go only when requested by the community and go not to tell them what to do or how to do a thing, but to help them do what they want to accomplish. These men should co-operate with the established city, State, or Governmental agencies. The opportunities for service are too numerous to catalog, he pointed out. He closed by saying that St. Louis is anxious to meet Dallas half-way in any co-operative program for the further development of the Southwest.

Mr. Baer's address was exceptionally well received, and after the luncheon he met with a group of business leaders at the Chamber of Commerce for a further explanation of the plan.

Sanger on U. S. Chamber Committee

Dallas and Texas have been honored by the appointment of Charles L. Sanger, of Dallas, on the Transportation Committee of the Chamber of Commerce of the United States. Mr. Sanger has gone to attend the meeting of the Committee in Chicago. There are but about a dozen on the Committee, Mr. Sanger being the only member from the Southwest. Harry A. Wheeler is chairman.

U. S. Chamber Official Heard Here

COLVIN B. BROWN, chief of the Organization Service Bureau of the Chamber of Commerce of the United States, which has its Southern Central headquarters at Dallas with Joseph F. Leopold as manager, honored Dallas with a visit last month, speaking before a meeting of the Dallas Advertising League, and holding a round-table discussion at the convention of North Texas Chamber of Commerce Secretaries and County Agricultural Agents in the Chamber of Commerce auditorium.

In speaking of Dallas, Mr. Brown said that a thing that impressed him most was its stability; the fact that, notwithstanding its remarkable growth, it has not grown faster than its trade territory. He suggested that Dallas is in need of a stock exchange, for the ready marketing of Dallas and Texas securities. One other problem that needs solution is a more suitable arrangement for financial backing of the farmer, he said. "Texas could almost feed the Nation," Mr. Brown declared, "and people over the Nation are learning that fact and are only awaiting an opportunity to come here."

The next group meeting of North Texas Chamber Secretaries and County Agents will be held at Ennis on April 16. Among out-of-town visitors at the Dallas meeting were the following county agents: M. C. Counts, Fort Worth; R. F. Saunders, McKinney; Horace Thomas, Kaufman; Miss Ruth H. Payne, assistant home demonstration agent, Waxahachie; Chamber secretaries: John B. Graham, Waxahachie; E. A. Bell, Marlin; C. W. Smith, McKinney; T. T. George, Kaufman; J. F. Castellaw, Ennis; J. E. T. Peters, Denison; W. W. Evans, Sulphur Springs; H. F. Browder, Denton, and Mayor Ousley, of Celina.

Chamber Staff Honored

Various members of the staff of the Chamber of Commerce were guests of the Dallas Purchasing Agents' Association at one of its luncheons last month. General Manager Charles Saville and Trade Commissioner M. J. Norrell spoke and various members of the staff were introduced. E. M. Fowler, purchasing agent and office manager of the Chamber, presided. Homer Fisher is president and C. F. McAuliff secretary of the Purchasing Agents' Association. In opening the meeting, President Fisher pledged the full co-operation of his organization to the Chamber in any work that may be suggested to them.

Edmund F. Arras, of Columbus, Ohio, international president of the Kiwanis Clubs, addressed a gathering here Feb. 12, under the joint auspices of the Advertising League, Kiwanis Club, Chamber of Commerce and several other luncheon clubs, the Ad League giving up their regular date to join in the meeting.

Commercial Aeronautical Development Urged

A strong appeal for co-operation in utilizing the air and the development of aircraft was made by Rear Admiral W. F. Fullam, representing the National Aeronautic Association, in an address before a mass meeting at the Adolphus Feb. 28 under the auspices of the Salesmanship Club. The Chamber of Commerce and other luncheon clubs co-operated in the meeting. The effectiveness of the address was heightened by splendid motion pictures depicting the development of aviation and its use both commercially and in war.

Following the meeting a branch of the National Aeronautic Association was formed with F. E. Moran as temporary president and Charles W. Cahoon, temporary secretary.

Admiral Fullam was introduced by Joe E. Lawther of the Chamber of Commerce committee seeking to make Dallas a greater commercial aviation center. Admiral Fullam showed what had been done in Europe in the commercial use of airplanes and dirigibles, and how greatly Europe surpassed America in this respect, notwithstanding the fact that heavier-than-air machines were devised in the United States. He explained how the greater development of commercial aviation in this Nation would be a safeguard in case of war, and also the big advantages to the American business man if this speedy method of passenger and mail transportation is generally utilized.

The speaker was in Dallas several days and made preliminary addresses Tuesday and Wednesday before the Techinal Club and the Rotary Club. He congratulated Dallas upon its municipal landing field, which is expected to be a step toward securing routing on one of the mail routes proposed by the Federal Postoffice Department. Admiral Fullam is highly enthusiastic over the helium gas plant at Fort Worth, stating that the United States is the only Nation that has this non-inflammable gas for use in dirigibles, and thus it gives America a marked advantage.

Norrell Honored

Some 25 members of the staff of the Chamber and officials of the Chamber and the Wholesale Merchants' and Manufacturers' Association of the Chamber, of which departments he has been manager, tendered a dinner in honor of M. J. Norrell on Feb. 27. The dinner was in appreciation of Mr. Norrell's services, as much as he left the Chamber to become a utility official with the Mercantile Bank & Trust Co. Tributes in short talks were made by each person present, testifying to the regard in which he is held, and at the conclusion he was presented with a watch suitably engraved. Fitting response was made by Mr. Norrell.

Individual Service

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Cut courtesy "Texas and Its Greatest Market Center," Published by The Dallas Morning News. Photo Copyright



This view of Dallas' skyscraper district from an airplane by no means includes all of the city's towering business structures

Many New Business Concerns

DALLAS continues to attract the attention of manufacturers throughout the country as the logical distributing point for the Southwest, as is shown by the opening of several important distributing branches during February, representing a variety of lines. Several important local companies are also included in the following list of new concerns for February, which list shows continued steady growth and well-rounded development:

Alves Filling Station, 2500 Cedar Springs Road; oil and gas station.

George S. Anderson, 1111½ Main St.; advertising.

E. W. B'atchford Company, 1301 Broom St.; home office, Chicago. Distributing branch for Southwest with I. R. Burton, manager, carrying complete stock of type metals in Dallas.

Cascade Dyeing & Cleaning Company; 1814 South Harwood St.

Central States Life Insurance Company of St. Louis, 318 Medical Arts Bldg.; Charles E. Shedd, general agent for North Texas.

Chicago Belting Company, Wilson Bldg.; opening Texas sales office. Home office, Chicago.

A. L. Childress, 609 Sw. Life Bldg.; Federal tax specialist.

J. E. Cole Grocery and Market; 601 North Akard St.

Columbian Cleaning Company; 4827 Columbia Avenue.

Commercial Finance Corporation, 618 Mercantile Bank Bldg.; incorporated with \$40,000 authorized capital; J. Henry Bennett, president.

Cook Paint and Varnish Company, 1928 Bryan St.; Texas distributing branch; home office, Kansas City, Mo. E. R. Burk, Southwestern district manager.

William R. Craycroft, 329 Wilson Bldg.; insurance.

Cullum Building & Loan Company; 229 Western Indemnity Bldg.

Dallas Calculating Bureau, 508 Republic Bank Bldg.; accountants.

Denning & Roberts, 2227 Main St.; automobiles.

The Elbee Shop, 1414 E'm St.; retail millinery, lingerie, hosiery, cosmetics, etc.

Electrical Art Shop, 4214 Bryan St.; electrical supplies.

Elevator Supplies Company, Inc., 424 South Akard St.; Southwestern branch; home office, Hoboken, N. J. Handling elevator appliances and safety devices.

Elite Cleaners and Dyers; 3712 San Jacinto St.

C. B. Fallis, 508 South Pearl St.; produce and fruits.

Gray Loan and Optical Company; 1915½ Main St.

Gulf Production Company, 1413 Sw. Life Bldg.; North Texas field office.

Interurban Realty Company, chartered Feb. 27, \$10,000 capital stock, by E. A. Decherd and others; Main and St. Paul Sts.

C. W. Jones, 307 Marvin Bldg.; real estate.

Kansas City Waffle House; to open restaurant at Commerce and Akard Streets about March 20.

Kirby-Gifford Company, 2812 Elm St.; manufacturing chemists.

Kirby Petroleum Company, Kirby Bldg.; North Texas field office.

Knox Street Insurance and Real Estate Company; 3208 Knox St.

David Lazaroff Cafe; 106 South Market St. Liberty Cafe; 2006 Jackson St.

McKee's Ground Gripper Boot Shop, 1512½ Main St.; men's shoes.

Mardon Hat Shop, 1510 Elm St.; retail millinery.

Martin and Brown, 308 South Pearl St.; produce.

Mec Triple XXX Root Beer Company, 1217 Camp St.; root beer manufacturers.

Clyde R. Miller, 1004½ Elm St.; wholesale drugs and sundries.

Mutual Adjustment Company, 422 Slaughter Bldg.; collections.

The A. Nash Company, Inc., 1616½ Main St.; tailors.

P. & F. Groceria, 2001 Greenville Avenue; grocery.

The Paint Pot Art Shoppe, 920 West Jefferson St.; retail art and gift shop goods.

Paterson-Mutual Hosiery Mills, Inc.; 1004½ Commerce St.; full fashioned silk hosiery; mills, Paterson, N. J. C. W. Fischer, manager Texas branch.

Price and Company, 211 Browder St.; real estate.

Publicity Production Company, 1803½ Main St.; signs and advertising.

Rando-ph & Meyer, 3010 Ross Avenue; meat market.

Rapid Sales Company, 2428 Commerce St.; manufacturers of Vim cleaning compound; R. S. Gray, manager.

Redus Flour and Grain Company, Main and Peak Streets; wholesale and retail flour and grain, representing Greenville Mill and E. E. Voter Company; R. V. Redus, manager.

Rosemont Pharmacy; 501 Rosemont Avenue. F. E. Royer, 1637 South Lancaster Avenue; grocer.

Safety-Service Auto Storage; 1409 Patterson Avenue.

J. A. Sanders Company, 214 Magnolia Bldg.; real estate.

Sanguinet & Payne, 2102 Live Oak Street; plumbers.

Smith's Bakery; 2521 Cedar Springs Road. **Southwestern Lime Company**, 204 Mercantile Bank Bldg.; wholesale lime.

Standard Letter Service, 701 Slaughter Bldg.; multigraphers.

Texas Business School, 908½ Main St.; business college.

The Texas Federationist, 1703½ Live Oak St.; publishers.

Thurmon Sandwich Shop; 2124 Jackson St. **United States Loan & Investment Company**, 409 Linz Bldg.; loans.

Used Tire Shop, 416 South St. Paul St.; tires.

Vogue Beauty Shop; 1413 Elm St.

Walstrom Optical Company, Medical Arts Bldg.; A. A. Walstrom, president; manufacturing opticians.

Wray Motor Company, Ross Avenue and North Akard Sts.; B. W. Wray, president; North Texas distributors for Gardner cars.

Ye Tea Tavern, 116 Stone St.; cafe.

United Adv. Corp.

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Big Financial Company Formed Here

Organization of the Investment Securities Co of Texas has been announced by T. P. Junkin, president of the company, and formerly vice-president and general manager of the Industrial Finance Corporation, New York City. The ultimate proposed capital stock will be \$1,000,000, though the initial offering will be 2,500 shares preferred, 7% cumulative stock to the amount of \$250,000 and 5,000 shares of common stock totaling \$50,000. Officers of the company are Mr. Junkin, president; T. J. Bettes, vice-president and treasurer; E. R. Brown, J. E. Jarratt, San Antonio, and E. A. Peden, Houston, vice-presidents; William H. Coke, secretary. Mr. Bettes, who moved here from Atlanta, Ga., organized and was president of the Mortgage Loan Company of Atlanta and in 1922 became president of the Mortgage Bond & Trust Co., which was a consolidation of the former company and T. J. Bettes & Co., Inc.

"The purpose of the company," said Mr. Junkin, "is to acquire and create securities by careful investment of its own funds in Texas and the Southwest, safeguarded by the knowledge and experience of the directors and advisory council, who include prominent men from throughout the Southwest."

The company will function, it is understood, in somewhat the same field as that occupied by such firms as G. L. Miller & Co., Atlanta, and S. W. Straus & Co., Chicago; both offices have financed big building projects in Dallas. It will handle first mortgage loans on real estate and other first mortgage municipal bonds.

—o—

Dallas Leads Texas in School Expenditures

Reports of the Department of Commerce show that Dallas' public school expenses during 1922 amounted to \$1,857,000 as compared with \$621,000 in 1917, the per capita expenses being \$11.03 and \$5.03 respectively, or an increase of 199%. School outlays in Dallas aggregated \$1,001,000 in 1922 and \$282,000 in 1917. Houston came next to Dallas among Texas cities, with school expenses aggregating \$1,515,000 in 1922 and \$585,000 in 1917. The increase was 176% and the per capita expenses averaged \$10.76 in 1922 and \$4.47 in 1917. Houston's outlays for school advanced from \$46,000 in 1917 to \$82,000 in 1922.

—o—

Speaking of advertising—a man who advertised for a wife said afterwards: "I can't say advertising pays, but it certainly brings results."

TEXAS

Where Men and Institutions are Looking Forward

If you are a native Texan, or have lived here any length of time, you can appreciate the spirit and pride a Texan takes in the Lone Star State of Texas.

This is not intended as a eulogy, but believing in the axiom of "Be sure you are right then go ahead," we are going ahead with all our energy, taking full cognizance of facts and figures which speak for themselves. On these, we, as well as other business, base the future of this State.

Texas is coming to be recognized as the next and most logical territory for the expansion of industry—an empire within itself—with all the natural resources Mother Nature could possibly bestow upon any land—and is making capital sit up and take notice of a land that has been, for years, pictured as the "wild and woolly West."

There is now in the process of organization, the Texas Centennial Celebration, to advertise to the world, with a Texas World's Fair, the gigantic possibilities of this great State.

But why wait until this is put into operation? Why not start now and put your name before the people of Texas and the country at large?

That is our business—we are in position to do this in the most effective, direct way.

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DALLAS AND THE ASSOCIATION

There is an old adage, of Scriptural origin, that "A Prophet is not without honor—save in his own country."

Happily, this adage does not describe the attitude of Dallas toward the Texas Employers' Insurance Association.

Three hundred and seventy-six of Dallas' leading institutions, Banks, Factories, Mercantile Establishments, are listed among the thousands of Texas employers now satisfactorily served by this purely Texas insurance organization, with headquarters in Dallas.

There is not a citizen of Dallas but whose needs are served daily by some one or more of the policyholders of this Association. If you are in the market for the forms of insurance protection we furnish, and desire information relative to our organization, more than likely you can secure this information from your business neighbor.

Our greatest pride is in the fact that those who know us best support us the most loyally.

TEXAS EMPLOYERS' INSURANCE ASS'N

Home Office
Dallas

Industrial Opportunities In Texas Praised

The Manufacturers' Record, Baltimore, Md., the foremost magazine devoted exclusively to the development of the South, carries the following editorial in its issue of February 7th, under the caption: "Texas Turning to Industrial Interests":

IN the monthly publication entitled, "Texas Opportunities," issued by the Texas Power & Light Company of Dallas, it is said that while California spends hundreds of thousands of dollars each season in great advertising campaigns to advertise its attractions for tourists, "when it comes to opportunities for industrial development we place Texas before all the other States of the Union. While California plays and entertains tourists, Texas is hard at work developing industries within her borders."

It is true, as "Texas Opportunities" says, that that State is turning its attention to industrial development and what limitless possibilities there are for this work! The very size of the State, incomprehensible to the average man, stirs the imagination. Take, for instance, a geographical map, stick a pin through the center of Texas and into Nashville, Tenn., and the eastern end of Texas will touch Raleigh, North Carolina, and the western end, Little Rock Ark. The northern end will touch Chicago and the southern end the Gulf of Mobile.

Opportunities!—Texas is literally full of them. They are without limit in variety and in quantity. Producing about one-sixth of the world's cotton and more than one-third of the total output of this country, the trend of cotton manufacturing must of necessity turn Texasward. The vast supplies of oil which are enriching that State and creating many industries are matched in value by the lignites and the coal and the iron ore and the other raw materials as the basis of industrial development. One hardly knows whether to grow enthusiastic over Dallas or Fort Worth, Houston or San Antonio, or some other town as he studies what all of them are doing and as his vision sweeps across the entire State.

Texas is an empire in area and an empire in opportunities. It is an empire in natural resources, in soil, climate and minerals. In it can be found practically every variety of climate and soil known to any country of the world. On the coast, and to a considerable extent far into the interior, is found the soft, balmy, summer-like atmosphere of perfect June weather, while on the higher ranges, and Texas has the highest mountain peak east of the Rockies, almost any degree of cold that is desired can be found.

The very size of Texas has inspired its people. It has kindled their enthusiasm. It has broadened their

horizon. It has made them think in terms of empire development. And now that Texas is turning its attention to industrial interests we may look forward to that State becoming an empire of manufacturing as it is today an empire of agriculture.

New Thought in Crop Insurance Offered

THE next big forward step in agriculture is going to be crop insurance. That does not mean the sort of insurance that bets man will make a crop in spite of hail, wind, frost and insects, but it will be an intelligently devised system which will include safeguards which the farmer himself can exercise just as the fire insurance companies require owners of buildings to observe certain definite rules. In such a system the farmer who uses good seed, follows the best cultural methods he can and who does not plunge his entire year's work into a single crop will be able to get insurance at a lower rate than the man who does it blind. Very probably the latter cannot get insurance at all any more than a man can get insurance on an excelsior mattress factory if he stores gasoline in it. When crop insurance finally is worked out it will do more for rural credit than any lawmaking that has been suggested for the banker need only ask, when a loan is sought, to see the farmer's insurance policy. If the policy shows the farmer is a good risk for insurance he will be a good risk for a loan.—San Antonio Express.



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Retailers Will Work In Twelve Divisions

ACTIVITIES of the Dallas Retail Merchants' Association of the Chamber of Commerce have been divided into twelve divisions, covering major phases of the work of the body, and the committees named to assume responsibility for these divisions. Reports and recommendations will be made from time to time by the committees to the directors. The list of committees follows:

Finance—A. A. Everts, chairman; Otto Lang and W. H. Wray.

Publicity—Otto Lang, chairman, and members of retail advertisers.

Business Ethics—W. A. Green, chairman; H. H. Landauer and Gus Roos.

Public Affairs—Tom Griffith, chairman; Edward Titche and Frank Reedy.

Legislation—W. H. Wray, chairman; Rhodes S. Baker and Z. E. Marvin.

Traffic and Improvement, Retail District—J. D. Van Winkle, chairman; Simon Linz, Charles Sanger, F. J. Vorderkunz and Harold Volk.

State Fair Exhibitors—Edward Titche, general chairman; D. L. Whittle, chairman; A. L. Kramer, Simon Linz, Harold Volk, Wesley Norris, Lawrence Kahn, Fletcher McNeny, W. H. Wray and Lee Pandres.

Conventions—Melvin K. Hurst, chairman; Herbert Marcus and Otto Lang.

Athletics—J. B. Adoue, Jr., chairman; W. R. Wilson and Paul Speaker.

Medical Center—J. B. Heinen, chairman; G. L. Moore and A. T. Folsom.

Educational Center—Frank Reedy, chairman; K. D. Gardner and W. B. Russell.

Music and Art—A. L. Kramer, chairman; R. N. Watkin, Herbert Marcus, Lester Gunst and William Howard Beasley.

Tax Rate Low Here On Real Value Basis

The combined tax rate, including city, State and county taxes, for Dallas is lower than that of any other principal Texas city, when the tax rate is adjusted to a real 100% assessment of property according to value, it is shown in a pamphlet issued by the National Municipal League. A tax rate of \$25 per 1,000 of true value is the average for cities of the Nation, it is shown, and the lowest tax rate on this basis is that of Birmingham, \$11 per \$1,000, and the highest is Pontiac, Mich., \$46.92 per \$1,000. The combined tax rate in Dallas on basis of true value is \$14.83, the pamphlet shows, and that of San Antonio, \$26.78; Houston, \$26.25; Fort Worth, \$19.50. The pamphlet states that property is assessed in San Antonio at 75% of the true value; Dallas, 36; Houston, 60, and Fort Worth, 50.

The Law of Credit

Credit is the expression of trust—the belief in a man's ability to meet his financial obligations. In business, as in all human relations, trust is the inspiration to large accomplishments.

To a merchant, credit is largely a matter of rating and collections. But to the Banker, in the financing of business, credit *must* be an exact science. Only on facts, deducted from, and supported by figures, may the Banker safely extend the credit desired—safely for your welfare, safely for his own.

Safety is the new law of business preservation. The Banker is the judge. Your facts and your figures are his guides—his only laws.

Thru monthly Balance Sheets, Operating Statements and, above all, thru a well-planned Business Budget, showing close observance and frequent checking, you make the laws which your Banker *must* obey in granting credit.

In this connection, ERNST & ERNST offer a superior service—applied to your particular business by men thoroughly versed in the principles of Accounting and Cost Finding, with long experience in many and varied lines of business, nation-wide in scope.

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BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	DALLAS
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	HOUSTON
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	FORT WORTH
BALTIMORE	CANTON	CHICAGO	OMAHA	SAN ANTONIO
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We store and distribute merchandise and household goods of all kinds.

Your inquiry on any warehousing or distribution problem will have our immediate attention.

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Chamber Secures 65 New Members in February

A TOTAL of 65 new memberships were secured by the Chamber of Commerce the past month, including full count on the plural memberships of the budget subscribers:

NEW BUDGET SUBSCRIPTIONS

A. H. Belo & Co., A. H. Belo, G. B. Dealey, W. A. Dealey, publishers newspapers; Dallas News, Dallas Journal, Semi-Weekly Farm News.

Burgess, Owsley, Storey & Stewart, Col. Alvin Owsley, R. G. Storey, attorneys; 1219½ Main Street.

Dallas Textile Mills Company, J. Perry Burnus, textile mills; Love Field.

Joe E. Lawther, grain, wholesale; Liberty State Bank.

Mack International Motor Truck Co., C. E. Craddock, motor trucks; 2421 Main Street.

Mutual Adjustment Co., W. H. McNeil, collecting and adjusting; 422 Slaughter Bldg.

Stewart Title Guaranty Co., Wm. T. Sergeant, abstracts of title and title guaranty; 1221 Main St.

NEW INDIVIDUAL MEMBERS

Armstrong's Drug Store, R. A. Armstrong, drugs, retail; 4501 Worth St.

Atlas Sign System, Jimmie English, sign painting; 2411½ Main St.

Joshua L. Baily & Co., Raymond R. Dudley, selling agents for cotton mills; 619 Merc. Bank Bldg.

A. C. Bosworth, real estate, investments; 720 Wilson Bldg.

B. F. Brooks Construction Co., B. F. Brooks, contractors; 327-8 Slaughter Bldg.

R. E. Buckley Oil Co., motor oils; Ewing and Santa Fe.

Clint & Eades, Charles F. Clint, attorneys; 505-6-7 Wilson Bldg.

Cory's Bakery, C. E. Cory; 4306 Bryan St.

Cowles & Company, C. A. Cowles, Jr., boiler plant equipment, refractory brick work; 509 Insurance Bldg.

Central Title & Guaranty Co., J. B. McIntrye; Central Bank Bldg.

Home Creamery Co., J. A. Du Puy, creamery; 3805 Pennsylvania Ave.

Crystal Cafe, J. E. Sallee, restaurant and cafe; 215 So. Akard St.

Cranfill Bros. & Penn, Robert Penn, oil company; Magnolia Bldg.

Dallas-Denton-Gainesville Auto Line, A. L. Coffman, automobile livery; 104 So. Market St.

Fidelity Building & Loan Assn., S. E. Spafford, building and loans; 1120-21-22-23 Kirby Bldg.

Felt Company, The, Wright L. Felt, auto accessories, wholesale; 1305 Young St.

Fretz Barber Shop, Phil P. Schmitt; 907 Main St., North Texas Bldg.

Fuqua & Walton, Chas. W. Fuqua, grocery; 4503 Worth St.

Garonzik Jewelry Co., P. Garonzik, jewelry, retail; 1212 Main St.

William B. Hamilton, attorney; 1102 Kirby Bldg.

Haskell Cafeteria, The, John Adamich; 4100 Elm St.

Holman Lumber Co., C. C. Morris, lumber, retail; 1305 Camp St.

Jaynes & Campbell, W. H. Jaynes, public accountants and tax consultants; 203-4 Slaughter Bldg.

Homer L. Johnson Co., H. L. Johnson, brokers and car lot distributors of produce; 203 Produce Exchange Bldg.

Little Pappas Cafe, H. D. Pappas, restaurant and cafe; 1517 Commerce St.

Little Realty Co., A. A. Little, real estate; 210 Andrews Bldg.

J. H. Luna & Sons, J. H. Luna, furniture, retail; 2208 Elm St.

Items of Interest in Nearby Towns

CORSICANA—Construction of the Corsican, a new five-story, \$350,000 hotel, begun early in March, is being handled by Dallas firms. Young & Young are the architects; the Joor Engineering Company are the structural engineers, and the general contract has been let to the Southern Construction Co. It will be owned and operated by the Corsicana Hotel Co., G. A. McGregor, of Dallas, president. The hotel was promoted through the co-operation of the Corsicana Chamber of Commerce.

BROWNWOOD—The \$80,000 Soldiers' and Sailors' Memorial Hall Auditorium, with a seating capacity of 5,000, will be completed in time for the annual meeting at Brownwood of the West Texas Chamber of Commerce, when 20,000 are expected. The Christy-Dolph Construction Company, of Dallas, are erecting the huge building, which will be 175x125 feet, and constructed of concrete, brick and stone. Success at the polls of the bond issue for the structure was assured largely through the co-operation of the Chamber of Commerce and the American Legion.

TYLER—Crisman & Nesbit, of Dallas, secured the general contract for the erection of the new junior high school building, to cost \$146,660. Architects for the school board were DeWitt & Lemmon, of Dallas. It is expected that the structure will be ready by September.

GARLAND—DeWitt McMurray, of Dallas, spoke, and music was furnished by the W. A. Green Choral Club, of Dallas, at the meeting of the Garland Chamber of Commerce last month. Wiley Sharp, president of the Chamber, announced that arrangements for paving the public square had been completed and that efforts were being made to erect a larger auditorium for public gatherings.

LUBBOCK—Contract has been awarded for the construction of a \$125,000 city hall at Lubbock. Architects for the \$1,000,000 Texas Technological Institute, to be erected at Lubbock, report plans will be completed by midsummer.

GAINESVILLE—L. M. Kuehn was elected president of the Gainesville Chamber of Commerce at the annual banquet last month. The erection of a new hotel building, completion of a modern "white way" and improvement of rural highways were announced as among the principal objectives of the organization this year.

Meet

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S. M. U. Given \$325,000 For Auditorium

The largest single gift ever received by Southern Methodist University has been made by Mr. and Mrs. R. M. McFarlane, of Tulsa, Okla. This is an auditorium to be erected on the campus at the Dallas school and it will cost \$325,000 and have a seating capacity of 3,500. The auditorium will have a \$25,000 pipe organ, included in the gift. R. H. Hunt & Co., Dallas, have been engaged as architects for the building. With the growth of the student body, now in excess of 2,000, it is impossible to assemble all students in one gathering and so the auditorium is greatly needed. The auditorium is being given as a memorial to the parents of Mr. and Mrs. McFarlane.

The McFarlane auditorium, costing \$325,000; Kirby Hall for the school of theology, costing \$150,000; the Pires Foundation of \$300,000, and the George F. and Ora N. Arnoid foundation of \$120,000, are the outstanding gifts which have been made to Southern Methodist University in the last fifteen months. The first large gift to the university was of \$100,000 by S. I. Munger, made through Bishop Moore at the inauguration of the campaign for \$1,000,000 endowment fund in 1920. W. B. Hamilton and J. J. Perkins of Wichita Falls have given about \$50,000 each to endow chairs in the university.

Republic Bank Enters Clearing House

The Republic National Bank has been elected a member of the Dallas Clearing House Association. This, with the addition of the Mercantile Bank & Trust Company, the month previous, gives the Clearing House 9 of the 13 banks in the city, and will enable Dallas to make a better showing in bank clearings when compared with other cities of the Nation. For several years Dallas has ranked around 23rd in bank clearings, although only 42nd in population, according to the 1920 census. The other members of the Clearing House agreed that while banking hours of the members are from 9 a. m. to 3 p. m. on weekdays and 9 a. m. to 1 p. m. on Saturdays, the Republic may continue to remain open from 8 a. m. to 6 p. m. daily until it occupies its new 20-story home, now under construction.

Dallas' Growth Discussed

The general manager of the Chamber, in an address before the Dallas Rotary Club at one of its luncheons last month, said that in 8 years Dallas bank clearings have grown from \$400,000,000 to \$1,800,000,000; in 23 years assessed valuations of property in Dallas have increased 800%; public school attendance has grown from 13,000 to 38,000 in 17 years; jobbing business in 13 years has grown from \$125,000,000 to \$700,000,000, and the manufacturing output of Dallas in 19 years from \$16,000,000 to \$125,000,000.

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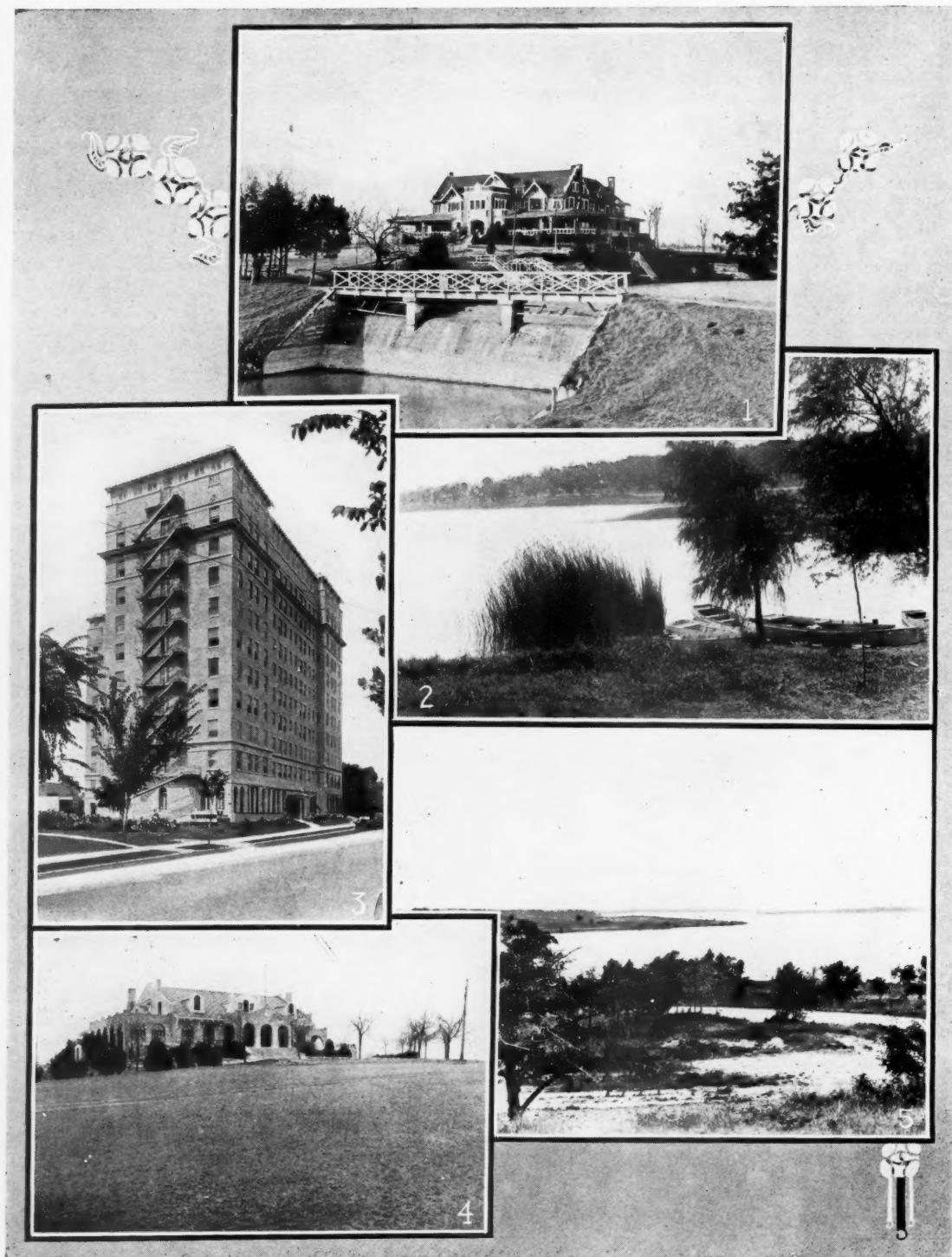
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SOCIAL AND SCENIC CENTERS

1. Dallas Country Club. There are five country clubs and seven golf courses, with two more courses under construction.
2. Beautiful Exall Lake, in the heart of one of Dallas' fine residence districts.
3. Stoneleigh Court, new eleven-story apartment hotel.
4. Lakewood Country Club, far-famed for its beautiful setting.
5. View of White Rock Lake, upon the outskirts of the City.

**AWFUL THOUGHT**

"The movie showed that in Morocco men bid for their wives. Just think of being put on the auction block and having men bid for you. It must be terrible."

"Must be," answered the other girl.
"And just suppose there was no bids."

—Boston Transcript.

—o—

ONE KIND OF ADVICE

A farmer once asked the editor of a country newspaper for some advice. He wrote:

"I have a horse that at times appears normal, but at other times is lame to an alarming degree. What shall I do?"

The reply came: "The next time that your horse appears normal, sell him."—Country Gentleman.

—o—

ROUGH ON THE DEAR DEPARTED

The sales manager of a concern manufacturing hog oilers received the following letter from a farmer's widow:

"Gentlemen: May I return the hog oiler we bought a few months ago? My husband is dead and we have no further use for it."

—Country Gentleman.

—o—

NEW-FANGLED FARMING

"Farm products cost more than they used to."

"Yes," replied the farmer. "When a farmer is supposed to know the botanical name of what he is raisin', an' the zoological name of the insect that eats it, and the chemical name of what will kill it, somebody's got to pay."—London Opinion.

—o—

SHE WAS DEAD

From Our Navy: Red Herring was on leave, having some soup and fish with his third grade teacher.

"How do you like the soup, Mr. Herring?" she asked.

"It certainly smell jake, but I don't know how it's gonna eat!"

"Why, Mr. Herring, where is your grammar?"

"She's dead, ma'am, over a year last May."

—o—

A RAIN TRAP

In a time of distressing drouth a harassed amateur agriculturist stepped into a shop and bought a barometer. The clerk was making a few explanations about indications and pressures when the customer interrupted impatiently saying:

"Yes, yes, that's all right; but what I want to know is how you set the thing when you want it to rain?"

—American Legion Weekly.

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Income Tax Procedure
Money and Banking
Investments
Corporations
Business Law
Marketing
Retail Merchandising
Advertising
Salesmanship
Sales-management
Real Estate Methods
Fire Insurance
Casualty Insurance
Life Insurance
Statistics

Address inquiries to the Secretary

DALLAS SCHOOL OF COMMERCE
Southern Methodist University



Keeping up with busy Dallas

W. McAlphin Perry, formerly a member of the Shelton-Perry Chevrolet Company, has become associated with the Perry Motor Company in the capacity of vice-president.

* * *

E. L. Roark, formerly of Grandbury, has moved to Dallas and will be associated with Noah Roark and John Ballowe in their law partnership.

* * *

R. H. Austin, local manager for the International Time Recording Co. during the past few years, has accepted the position as district manager of the Computing, Tabulating and Recording Company, with headquarters at New York.

* * *

Mrs. W. C. Martin, of Dallas, has been reappointed chairman of the home and community department of the American Farm Bureau Federation.

* * *

The Wolff Manufacturing Corporation, Chicago, has purchased the Warden Supply Co. of Dallas. Its interests will be consolidated with those of the L. Wolff Manufacturing Company of Texas. H. I. Warden will be retained as manager of the Wolff Manufacturing Company of Texas.

* * *

James Blair Harris has been appointed field supervisor of the American Life Reinsurance Company.

* * *

T. L. Powell, facilities supervisor for Texas of the Southwestern Bell Telephone Company, has completed 40 years of service with the company and in accordance with its custom, presented with a service button.

* * *

Don. M. House, retail sales manager of the Dallas branch, Oakland Motor Car Company, has been promoted to a similar position at the large Indianapolis branch.

* * *

Temple H. Morrow has been elected president of the Oak Cliff-Dallas Commercial Association, succeeding W. C. Barns, whose term had expired. Secretary Milton H. McConnell was re-elected.

* * *

H. G. Spruce, of San Antonio, has been appointed secretary in charge of boys' work at the Y. M. C. A., replacing F. D. Thompson, who resigned.

* * *

Edwin Sanger has been elected president of the Retail Millinery Association of Dallas, with J. S. Reese, vice-president, and Lawrence Burrower, secretary-treasurer. The association was formed recently under the auspices of the Better Business Bureau.

* * *

Prof. D. Scoates, head of the agricultural engineering department of Texas A. & M. College, has been chosen secretary of the Texas Hardware and Implement Dealers' Association, succeeding A. M. Cox and the office of the association will be at College Station. The office of the insurance department of the organization will remain in Dallas, it is understood.

* * *

Walter A. Dealey, of Dallas, assistant general manager of the A. H. Belo & Company publications, was re-elected president of the Texas Publishers' Association at the convention of that body at Houston.

* * *

J. H. McDonough has been elected a director of the Dallas Manufacturers' Association of the Chamber of Commerce, filling the vacancy caused by the resignation of W. A. Sedwick.

* * *

Ben F. Grandstaff, formerly with the Munger Automobile Company, has been named secretary and treasurer of the Motor Parts Depot, Inc.

* * *

Ralph Briggs has been appointed manager of the retail department of the Dallas branch of Willys-Overland, Inc.

* * *

Will S. Henson, director of the copy department of Johnston Printing & Advertising Company, has been elected vice-president and a director of the company, and Hugh G. Cargo, director of the art department, has been added to the board of directors.

* * *

W. A. McKinley has become connected with the Investment Finance Corporation.

One letter may bring a customer whose business is worth thousands of dollars each year. Shall we help you word the letter? Dallas Mailing Co., 1320½ Commerce St.

M. M. MAYFIELD LUMBER

ELM STREET AND T. & P. RY.

PHONES: H-2171, H-2172, H-2173

J. H. Parks has been added to the sales force of Webster & Osborne, realtors.

* * *

Southern Methodist University has decided to institute a two-term system, effective next September, instead of the three-term system now in use.

* * *

Grover C. Adams has been named special judge to sit for Judge Felix Robertson in the Criminal District Court while Judge Robertson is conducting his campaign for Governor.

* * *

C. J. O'Conner has resigned as vice-president and director of the Central State Bank to devote his entire time to his dairy and other interests.

* * *

E. R. Brown has been elected president of the board of directors of the Dallas Y. M. C. A., with C. H. Reed re-elected vice-president; A. W. Stickle elected recording secretary and W. C. Proctor elected treasurer.

* * *

Judge M. N. Chrestman has been re-elected president of the Lakewood Country Club.

* * *

The offices of the Prudential Building & Loan Association have been moved to larger quarters at 108 Murphy Street.

* * *

Homeseeker rates from Dallas to points on the T. & P. Railroad between Sweetwater and Van Horn, amounting to a fare and one-third for the round trip, have been announced by the T. & P.

* * *

Offices of the United States Marshal for this district have been moved from Fort Worth to Dallas, following the appointment of Sam L. Cross, of Dallas, as Marshal.

* * *

The Dallas Rotary Club defeated the Fort Worth Rotary Club in an attendance contest concluded last month. Final figures for the five weeks gave the Dallas Club a percentage of 98.47 against 98.35 for its opponent. It is understood this is the highest percentage of attendance in Rotary International for a club with more than 200 members.

* * *

Dallas ranked 23rd among cities of the Nation in postal receipts for January, 1924.

* * *

The city has authorized the securing of land for the erection of two more fire stations, one in Trinity Heights and the other in the extreme part of North Dallas.

—0—

"WHY, WILLIE!"

"Mamma," shrieked the little boy, watching his toy train in operation, "it's faster than hell, ain't it?"

"Willie!" exclaimed the mother, "how many times do I have to tell you never to use that vulgar word 'ain't'?"



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There is the web of wires; the many switchboards; the maze of apparatus; the millions of telephones. All are parts of the great system which provides nation-wide telephone service. The equipment has cost over two billion dollars. But more than equipment is needed.

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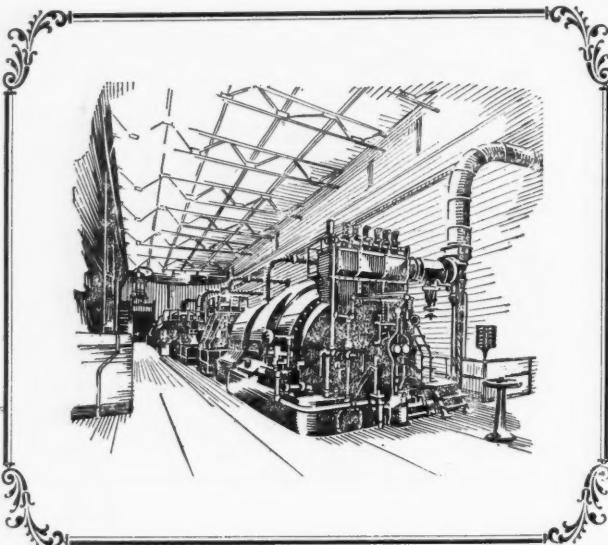
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DALLAS POWER &
LIGHT COMPANY

Junior Chamber Plants More Trees

FIVE hundred American Elm trees were set out last month by the Junior Chamber of Commerce, continuing the project that organization started in 1923 of lining the Fort Worth pike with shade trees. The stretch of trees now extends for two and one-half miles from the edge of the county toward Dallas.

On February 16th, about one hundred members of the young men's organization motored to Grand Prairie and set out their trees under the supervision of the city forester, W. B. Woodruff. The trees in the original mile that had died during the year were replaced and four hundred and fifty other trees were set out, continuing the line toward Dallas.

County Commissioner G. W. Ledbetter furnished tools and water-wagons and did much of the preliminary work with his regular road crew. The Junior Chamber Committee in charge of this work was composed of H. A. Hearne, chairman; J. J. Terrell, B. F. Harris, H. S. Anderson and Arthur J. Reinhart. This committee was assisted by a committee appointed by the Grand Prairie-Dalworth Chamber of Commerce, composed of W. B. Young, Asa Anderson and W. C. Cline. Grand Prairie furnished a chicken dinner for the members of the Junior Chamber, which was served to them in Grand Prairie after the planting was completed.

The tree planting activities of the Junior Chamber have attracted much attention and several older citizens and organizations contributed to the financial support of the work this year.

"We are glad to see this outside interest in the work of our organization," said Granville W. Moore, who originated the project last year. "We hope to continue this activity until the whole stretch of road between the city limits of Dallas and the county line is one continuous row of beautiful shade trees. We are also anxious to interest other clubs and organizations in similar planting in other parts of the county, and an effort will be made to get the Fort Worth people to plant trees along the same pike on their side of the county line."

Community Chest Has Light Expense

The Community Chest Campaign to raise \$475,000 cost less than 3.75% of the total amount, it was reported by Executive Secretary Henry Levi at a meeting of the board of directors of the Dallas Community Council. Organization of the Community Chest was formed by the Chamber of Commerce, with the co-operation of the various civic, philanthropic and welfare organizations affected. Mr. Levi reported a delinquency of 11% in outstanding pledges exists, which was considered by the directors as a good record.

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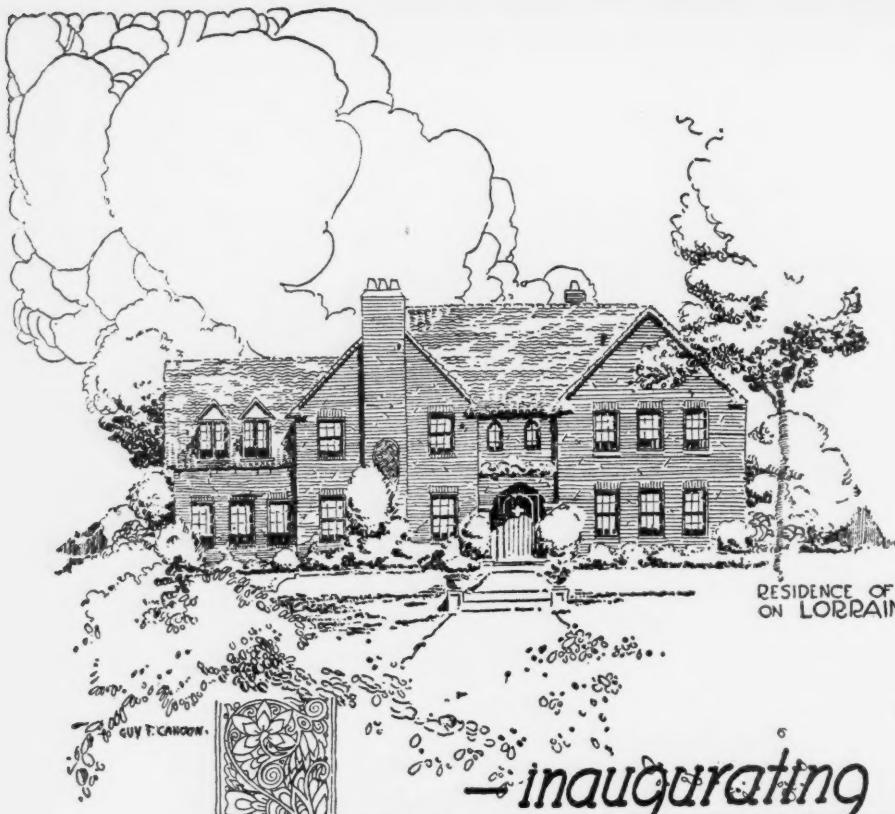
1924

ARTHUR, JOHN F. STUART.....	X 4095.....	901-4 Praetorian Building
(a) GORDON, H. E.....	X 1962.....	524 Wilson Building
(a)*HARRIS, J. C., C. P. A.....	Y 3731.....	601 Praetorian Building
*HOFFORD, GEO. M., C. P. A.....	X 2969.....	1008 Amer. Exch. Bank Building
*HUTCHINSON, JOSEPH E., C. P. A.....	Y 3731.....	601 Praetorian Building
*HUTCHINSON, J. E., JR., C. P. A.....	Y 3731.....	601 Praetorian Building
*MCELROY, JOSEPH, C. P. A. (Mo.).....	Y 6259.....	300-1 Insurance Building
*MCNEILL, THOS. C., C. P. A.....	X 4095.....	901-4 Praetorian Building
MERKLE, A. E., C. P. A. (N. Y.).....	X 1568.....	713 Central Bank Building
*MOSS, ALBERT G., C. P. A.....	X 4095.....	901-4 Praetorian Building
*NELSON, J. R., C. P. A.....	X 2074.....	718 Amer. Exch. Bank Building
*PETER, W. P., C. P. A.....	X 4095.....	901-4 Praetorian Building
(a)*PRINCE, W. D., C. P. A.....	Y 3731.....	601 Praetorian Building
(a)*ROQUEMORE, O. G., C. P. A.....	Y 3731.....	601 Praetorian Building
*SMITH, LOYD B., C. P. A.....	Y 3731.....	601 Praetorian Building
*WILLIAMS, L. A., C. P. A.....	X 7571.....	713 Kirby Building

(a) Represents associate members of the American Institute.

Those that are thus designated * are licensed to practice as Certified Public Accountants of Texas, by the State Board of Public Accountancy of Texas, which is one of thirty-nine such State Boards with which the American Institute of Accountants co-operates in giving examinations to applicants to practice as certified public accountants.

The purpose of the Texas Chapter of the American Institute of Accountants is to admit none to membership except those who are qualified to render efficient service.



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A NUMBER of fine homes are planned for this beautiful section—the first of which, illustrated above, is now under construction.

—the steady growth of Highland Park will be duplicated in Highland Park West, and the realization of our ambition to make this one of America's finest residence cities is not long to be deferred.

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